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| **Post Details** | | **Last Updated:** March 2021 | | | |
| **Faculty/Administrative/Service Department** | Marketing, Recruitment and Admissions | | | | |
| **Job Title** | SEO and Digital Analyst | | | | |
| **Job Family** | Professional Services | | **Job Level** | 4 | |
| **Responsible to** | Head of Digital Channels and Creative Services | | | | |
| **Responsible for (Staff)** | No direct reports | | | | |
| **Job Purpose Statement***.*  The post holder will be an experienced Search Engine Optimisation (SEO) and Digital Analyst who will support optimisation and improvements to the university’s main digital channels (primarily the external website, www.surrey.ac.uk) through identifying patterns, issues and opportunities in SEO data, in a bid to improve rankings, drive quality traffic, improve user journeys and completion of audience goals, and increase conversion rates.  The post holder will be a champion in driving our usage of analytic, reporting to measure and improve what we do on our digital channels (the main university website, staff intranet and student facing sites). | | | | | |
| **Key Responsibilities** This document is not designed to be a list of all tasks undertaken but an outline record of the main responsibilities (5 to 8 maximum) | | | | | |
| * Lead the team’s approach to measuring performance using data analytics through a deep understanding of Google Analytics, Tag Manager and Data Studio. * Act as the champion for using data to drive insight into website activities, delivering necessary dashboards or ad hoc data deep-dives using Google Analytics. * Develop an advanced, comprehensive and flexible reporting/dashboard development function across audience segments and user experiences (e.g., smartphone-only browsers) for key stakeholders. * Lead the maintenance and development of the web analytics platforms to support the analytical needs of the digital channels team and wider marketing and communications department. * Analyse key site areas and user journeys to identify and interpret trends, delivering insights and actionable outputs to support content team’s work and the work of the UX Design Lead, including recommendations for content development and on-page optimisation. * Provide insights, analysis and support to the team in website/digital projects. * Provide continuous assessment and potential improvement of organic/direct/referral traffic performance to teams across the organisation. * Undertake keyword research, search trends and competitor analysis to identify opportunities for improvement and monitoring keyword rankings and traffic and clearly reporting on influencing factors. * Identify issues and opportunities for technical SEO improvements and work with developer team to implement on our key digital channels.   **N.B. The above list is not exhaustive.** | | | | | |
| All staff are expected to:  * Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy. * Work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students. * Follow University/departmental policies and working practices in ensuring that no breaches of information security result from their actions. * Ensure they are aware of and abide by all relevant University Regulations and Policies relevant to the role. * Undertake such other duties within the scope of the post as may be requested by your Manager. * Work supportively with colleagues, operating in a collegiate manner at all times.   **Help maintain a safe working environment by:**   * Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand. * Following local codes of safe working practices and the University of Surrey Health and Safety Policy. | | | | | |
| **Elements of the Role**  This section outlines some of the key elements of the role, which allow this role to be evaluated within the University’s structure. It provides an overview of what is expected from the post holder in the day-to-day operation of the role. | | | | | |
| **Planning and Organising**   * Analysing big data sets across organic web traffic and many points of SEO data (organic visitor behaviour, search volume trends, keyword tracking, competitor analysis, backlink profiles, site health analysis). * Prioritising SEO and analytic-based recommendations to help meet organisational goals. | | | | | |
| **Problem Solving and Decision Making***.*   * The post holder will provide reporting and recommendations to content owners and other internal stakeholders based on their analysis of web traffic. * Work with the other members of the digital channels team to provide recommendations on key user journeys. * Provide digital content team with reports/information on broken links, Google Search Console issues so that they can be resolved in a timely fashion. | | | | | |
| **Continuous Improvement***.*   * Provide continuous assessment and potential improvement of organic/direct/referral traffic performance to teams across the organisation. * The role will drive behaviour into the rest of the Marketing and Communications department for using insight from data analytics to improve activities, audience goals and efficiencies. * Measure the success of implemented recommendations using web analytics and SEO management tools. * Working with developers in Digital Channels team to implement technical SEO improvements as well as analytic tool updates | | | | | |
| **Accountability**   * This role will be responsible for monitoring the success and ongoing implementation of SEO on the external website and providing recommendations and solutions to further improve SEO. * The post holder will be an expert in the website’s analytics, leading in monitoring and reviewing the data, identifying improvements and opportunities. * In conjunction with the UX Design Lead, this role will champion optimum user journeys across the website. | | | | | |
| **Dimensions of the role**   * Average monthly website unique visits: 750,000 * Working in the Digital Channels team alongside the Creative Services team, Marketing Managers and Faculty colleagues.   **Supplementary Information***.*   * Internal stakeholder engagement will form a very important part of this position as the post holder will play a key role in providing reporting and evidence, championing evidence-based decision making and in driving best practice. | | | | | |
| **Person Specification** This section describes the sum total of knowledge, experience & competence required by the post holder that is necessary for standard acceptable performance in carrying out this role. | | | | | |
| **Qualifications and Professional Memberships** | | | | |  |
| Degree, HND, NVQ 4 qualified in a relevant specialist subject, plus several years relevant experience  OR  Significant vocational experience, demonstrating development through the acquisition of appropriate specialist knowledge and involvement in a series of progressively more demanding/relevant work/roles. | | | | | E |
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| **Technical Competencies (Experience and Knowledge)** This section contains the level of competency required to carry out the role (please refer to the Competency Framework for clarification where needed and the Job Matching Guidance). | | | | **Essential/ Desirable** | **Level**  **1-3** |
| Experience in analysing both big data sets and ad hoc data analysis across organic web traffic and many points of SEO data (organic visitor behaviour, search volume trends, keyword tracking, competitor analysis, backlink profiles, site health analysis). | | | | E | 3 |
| Able to compile and write reports that demonstrate strong writing skills and the ability to communicate clear, concise insights and recommendations. | | | | E | 3 |
| Excellent technical SEO knowledge including site auditing, site speed optimisation and using JavaScript websites. | | | | E | 2 |
| Excellent verbal communication: confidence in presenting insights & reports to non-technical audiences and adept at presenting data graphically to those audiences. | | | | E | 3 |
| Up-to-date IT skills: Advanced user of Excel and/or Google Sheets; knowledge of HTML and CSS. | | | | E | 3 |
| Experience of Google Analytics, Data Studio and Tag Manager (or similar platforms) to optimally set up a data analytics framework. | | | | E | 3 |
| Good team player able to work with experience of productive working with digital content editors, UX/UI designers, developers and marketing and communications staff. | | | | E | 2 |
| Experience of using SEMRush to support SEO analysis. | | | | D | 2 |
| Knowledge of other digital marketing activities such as remarketing/retention, targeted display, affiliates, etc. | | | | D | 2 |
| Experience in the Higher Education sector. | | | | D | n/a |
| **Core Competencies** This section contains the level of competency required to carry out this role. (Please refer to the competency framework for clarification where needed). n/a (not applicable) should be placed, where the competency is not a requirement of the grade. | | | | | **Level**  **1-3** |
| Communication  Adaptability / Flexibility  Customer/Client service and support  Planning and Organising  Continuous Improvement  Problem Solving and Decision Making Skills  Managing and Developing Performance  Creative and Analytical Thinking  Influencing, Persuasion and Negotiation Skills  Strategic Thinking & Leadership | | | | | 3  2  2  3  3  3  2  3  3  2 |
| This Job Purpose reflects the core activities of the post. As the Department/Faculty and the post holder develop, there will inevitably be some changes to the duties for which the post is responsible, and possibly to the emphasis of the post itself. The University expects that the post holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary.  Should significant changes to the Job Purpose become necessary, the post holder will be consulted and the changes reflected in a revised Job Purpose. | | | | | |
| **Organisational/Departmental Information & Key Relationships** | | | | | |
| Background Information  The MRA directorate (c.100 staff) is comprised of 4 key areas: Marketing (Student Marketing and Corporate/Research Marketing), Student Recruitment, Admissions, and Digital Channels and Creative Services.  With the support of teams across the Directorate and University, Student Marketing, Recruitment and Admissions teams are responsible for attracting applications and converting these applications to enrolments to ensure we meet our enrolment targets each cycle.  The Directorate is responsible for ensuring that the University is optimally positioned in domestic and international markets against a variety of different target audiences ranging from prospective students, prospective parents, schools, businesses, Research Councils and current students.  The students we recruit should be of the highest possible standards, and MRA colleagues should use innovative and digitally enhanced solutions wherever possible to solve these challenges.  Attraction of appropriate high-quality students, research funding, ongoing reputation building, brand management and achieving high levels of customer service are some of the performance indicators against which the directorate will be judged. We service both external customers as well as internal stakeholders. | | | | | |
| Department Structure ChartDigital Channels Team  Relationships **Internal**   * Digital Channels Team * Marketing Managers * Insights Team * Academic staff in faculties * Content owners across university * IT Services   **External**   * External digital agencies (ad hoc projects) | | | | | |