

Website / UX Analyst

Responsible to Digital Insights Manager

Department: Digital Insights

Job Level: TBC

Location: TBC

Purpose of role:

To scrutinise online user interactions with product pages, analyse website performance metrics, and deliver actionable insights to drive data-informed strategies for product optimisation, user experience enhancement, and increased conversion rates across all Flowtech online estate, including Apps.

Key responsibilities:

Website analytics

- Gather and analyse data related to website traffic, user behaviour, and other relevant metrics utilising tools like Google Analytics, Hotjar and/or other analytics platforms to collect data.
- Install and validate website analytics for the business across apps, Flowtech, and White Label websites. Liaising with third parties and internal teams as required to achieve.
- Primary user of tag management.
- Focus on product and website performance and collaborate with Data Scientists and Data analysts about customer data.
- Implement marketing attribution capabilities, including media mix modelling and multi-touch attribution.
- Analyse A/B test results to inform website optimisation strategies.
- Collaborate with SEO specialists to analyse and optimise website content for search engine visibility.
- Monitor keyword performance and make recommendations for SEO improvements.
- Contribute to the development of strategic initiatives to enhance overall web performance.
- Keep abreast of industry trends, new technologies, and best practices in web analytics.
- Research and analyse competitor websites to benchmark performance and identify areas for improvement.
- Monitor and analyse conversion rates to understand the effectiveness of various website elements.
- Identify opportunities for improving conversion funnels.
- Provides support to test new functionality and change for websites/apps including overcrite on how said changes get picked up in analytics.

UX Research

- Recruit users for testing sessions and carry out research
- Conduct thorough research to understand users' needs, behaviours, and pain points.
- Plan, design and conduct usability tests with B2B users to gather feedback and iterate on designs.
- Gain an understanding of users' needs, motivations and any problems with a service or product
- Maintain detailed user personas that represent stakeholders within organisations.
- Organise and structure complex information in a way that is intuitive for customers.
- Support UX Designer, planning and executing A/B tests to compare different versions of web pages and determine the most effective elements.
- Analyse industry trends and competitors to inform design decisions.
- Work closely with cross-functional teams, including product managers, developers and business analysts to help colleagues understand user behaviours.
- Present user insights to project stakeholders at all levels
- Use research results to identify new product and design ideas

General: (these are applicable across the organisation – creating key behaviours)

- Ensure the safety of yourself, colleagues and visitors at all times.
- Ensure your own continuous professional development by participating in external networking/conferences/associations/groups, to stay current within your role, looking to innovate always.
- Maintain a positive & solution-oriented approach to work, providing open & honest feedback.
- In all internal & external contact, present a professional & positive image of the Group as well as maintaining mutually constructive, positive, & beneficial relationships.
- Take all reasonable steps to ensure appropriate confidentiality.
- Undertake such other duties, training &/or hours of work as may be reasonably required, & which are consistent with the general level of responsibility of this role.

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Relationships & Special Requirements	Measurements	Person Specification
<p>Key relationships:</p> <ul style="list-style-type: none"> • Product Analyst • Product Team • Digital Data Scientist • Digital Data Analyst • Head of Marketing • Ecommerce Manager • UX Designer • Digital Tech Lead • IT (Data Engineers/BI Analysts) • Third-party development partners <p>Responsible for (<i>direct reports</i>):</p> <p>Special requirements:</p>	<p>KPI themes:</p> <ul style="list-style-type: none"> • Return on investment of insights and A/B tests based on cost reduction or revenue growth impacts. • Time to insight. • The accuracy and integrity of analysis. • User satisfaction (NPS, CSAT) • Task success rate. • Conversion rate. • User retention and engagement. <p>Competencies:</p> <ul style="list-style-type: none"> • Skill in interpreting complex data sets and identifying trends and patterns. • Ability to perform statistical analyses to extract meaningful insights from data. • High attention to detail. • Managing time effectively to meet deadlines and handle multiple projects simultaneously. • Problem solving • Communicating Effectively • Collaboration • Adaptability 	<p>Essential:</p> <ul style="list-style-type: none"> • Mastery of web analytics tools such as Google Analytics, Adobe Analytics, Hotjar or other relevant platforms. • Understanding of tag management systems for accurate data collection. • Basic knowledge of HTML, CSS and JavaScript to understand website structures and implement tracking codes. • User testing tools like UserZoom to conduct remote research. <p>Desirable:</p> <ul style="list-style-type: none"> • Understanding and adherence to ethical practices related to data privacy and analysis. • Bachelor's degree in a relevant field (e.g., Statistics, Mathematics, Computer Science, Marketing, Business Analytics). • Additional certifications in web analytics (e.g. Google Analytics Individual Qualification) can be advantageous. • Experience with A/B testing and familiarity with testing tools and methodologies. • Experience with Figma • Asana: A flexible project management tool for tracking work, managing projects, and collaborating with teams.