GOODWOOD

The Role

The **Digital Analyst** will be part of **Digital team** and report to the **CRM Manager**

About us

At Goodwood, we celebrate our 300 year history as a quintessentially English Estate, in modern and authentic ways delivering extraordinary and engaging experiences. Our setting, 12,000 acres of West Sussex countryside and our story both play significant roles in Goodwood's success. What really sets us apart is our people. It is their passion, enthusiasm and belief in the many things we do that makes us the unique, luxury brand we are.

Passionate People

It takes a certain sort of person to flourish in such a fast-paced, multi-dimensional environment like Goodwood. We look for talented, self-motivated and enthusiastic individuals who will be able to share our passion for providing the "**world's leading luxury experience.**"

Our Values

The Real Thing	Derring-Do	Obsession for Perfection	Sheer Love of Life
Always inspired by Goodwood's heritage	Daring to surprise and delight	Striving to do things _even_ better	Sharing our infectious enthusiasm

Purpose of the role

Responsible for being the analytical expert within a central Digital team. Supporting the business in providing actionable insight around our social audiences, customer and website performance. This insight in turn will drive our ongoing strategies and will help support our Commercial, Marketing and Digital performance.

Key responsibilities

- Responsible for the production of accurate analysis and actionable insight.
- To provide a suite of regular dashboards for social, e-commerce, email marketing and content marketing.
- Providing proactive insight and analysis to understand pain points or opportunities in the customer journey and suggest solutions.
- Providing both customer and audience profiling insights.
- Providing bespoke campaign or event analysis.
- Ongoing auditing to ensure we always have data integrity.

- Sourcing the right analytical tools within a fixed budget to provide us with the best value for money.
- Ensuring Google Analytics is fully tagged correctly and we utilise this to its full potential.
- Responsible for marketing tag management within GTM, designing and implementing tagging and tracking on web platforms.
- Supporting the Commercial teams with insights to assist them in selling or retaining partners
- Supporting the Marketing teams with campaign analytics and attribution reporting.
- Supporting our CRM operations with data modelling and profiling of our customers
- Taking an educational/ support approach with Google Analytics to encourage self-service by the rest of the business
- Helping to ensure we have data integrity across our various systems
- Helping to shape and benchmark digital KPIs and Goals
- Work with 3rd party agencies and internal stakeholders to ensure one version of the truth

Qualities you will possess

- Passion for what you do
- Positive and friendly with a "can do attitude"
- Great attention to detail
- Ability to prioritise and organise
- Proactive
- Take responsibility for yourself
- Confident to make decisions and to stand by them
- Creative

- Hunger to learn (keep up to date)
- Commercial thinker
- Highly Analytical
- Flexibility to change and able to adapt
- Understand digital technology
- Excellent communicator and writing skills
- Self-starter with great collaboration skills.
- A sense of fun!

What do you need to be successful?

- Analytical degree desirable (engineering, computer science, mathematics, physics, statistics, economics or similar)
- Working experience in an analytical role
- Experience in using enterprise level digital analytics solutions
- Hands on technical experience with analytics tracking, ideally with Google Tag Manager and Google Analytics or similar tools.
- Appreciation and/or implementation experience of digital analytics data collection methods
- Established advanced user of Microsoft Excel
- Numerate and analytical mindset with a focus on the commercial benefits of making changes
- Excellent communication and presentation skills, including ability to communicate complex data effectively to a variety of audiences via a variety of means (visual, verbal and written)
- Highly organised and process-driven
- Passion for data and delivering meaningful insight
- Understanding of digital data collection techniques and limitations
- Strong interpersonal skills and teamwork focus
- Strong learning agility with enthusiasm to learn and develop new skills
- Strong commercial acumen
- Experience working with business stakeholders to create and design reports and dashboards.
- Desirable to have experience with SQL and databases.
- Wider knowledge of digital technology (outside of analytics) preferable