Junior Web Analytics Consultant

Also known as...

Data Analyst.

The role in brief...

Junior Web Analytics Consultants measure, collect and analyse internet and application data to inform and enhance online marketing strategies. This involves the manipulation of large data sets created by patterns of behaviour among internet users to develop insights into how and why people do what they do online. Working closely with other members of the online team, this can improve the performance of specific websites and applications, identify problems and support the sales and marketing efforts of clients.

Working with...

- Internal: Planners/Strategists; User Experience; Web Developers; Creative teams and Directors; Account Management.
- External: Client Marketing team; Client data team; Third party data owners.
- Junior Web Analytics Consultants will usually report into a more senior member of the Web Analytics team, either a Senior Web Analytics Consultant, Head of Analytics, or Analytics Director.

Responsible for...

- Collating, analysing and formatting data into coherent and informative reports.
- Assisting senior consultants in the preparation of presentations to report insights, findings and recommendations to clients.
- Working with senior consultants to understand the nature of websites and applications, what motivates users when visiting, and how users engage with them.
- Liaising with strategists and user experience experts to better understand site visitor behaviour and site performance.
- Identifying issues and opportunities to enhance the effectiveness of websites and applications.
- Assisting in the design and deployment of analytics to support and evaluate client marketing campaigns.
- Maintaining up-to-date knowledge of developments in digital technology.

Those who succeed are...

- Fascinated by websites
- Logical and methodical problem solvers.
- Analytical thinkers with good mathematical and statistical knowledge.
- Interested in human behaviour and interaction with technology.
- Able to simplify and convey complex data and the insights gathered from it.
- Good verbal and written communicators.
- Team players, keen to work with others inside and outside the agency.
- Commercially minded and able to understand how analytics support clients' marketing plans.

- Engaged with developments in technological change, maintaining up-to-date knowledge of changes and the opportunities they present.

Where they come from, and where they go...

Junior Web Analytics Consultants will typically have an academic background, often in a mathematics, science or computing subject. They can go on to more senior Analytics roles, Senior Web Analytics Consultant and then Head of Analytics. Others may transition into Planning/Strategy roles or join the Data/Analytics team at a client organisation.

Suggested Learning

IPA Qualifications: Foundation Certificate, Search Certificate, LegRegs
IPA Courses: Basic Analytics, Digital Essentials, Digital Project Management

Suggested Reading