

JOB DESCRIPTION

Position: Digital Analyst
Location: Surbiton - UK
Service: Marketing
Salary: Depending on experience / diploma
Start Date: May 2019
Contract type: Permanent – Full time
Hours: 37.5 hours per week
Line manager: Digital Marketing Manager

Working for Le Boat

Le Boat is a leading Travelopia brand and specialists in canal cruising, offering boating holidays in 16 destinations across Europe & Canada. We offer over 900 self-drive boats, across 45 source markets delivered by 6 sales offices in UK, Germany, France, Canada, South Africa & Australia. We see each team member as being key to our customers' satisfaction and in the growth of the business.

Please visit our websites for more details www.leboat.co.uk and www.travelopia.com

About Travelopia

Operating across the globe including Europe, Australia, North America and Canada, we're passionate about being the best and pride ourselves on the unique and diverse range of holiday experiences we offer our customers. Our combined businesses are the world's largest provider of specialist and experiential travel with a range of unique experiences, from private jets, polar expeditions, sailing, ski holidays and more.

Mission

Using multiple market leading analysis tools including Google Analytics 360 and Tableau dashboards you will identify customer behaviour patterns and insights which will translate into business improvements in the customer journey across all touch points.

Your main tasks will include management, creation and analysis of weekly Tableau dashboards to identify trouble areas and recommend actions to address these, as well as developing our online data source to better understand users flow through the Le Boat websites. To succeed in this role you should have a natural analytical way of thinking and be exceptional at providing clear actionable insight.

Key Accountabilities & Responsibilities

- Maintenance and administration of **Google Analytics**, managing access, management of Filters and Goals, creation and sharing of Dashboards and segments
- Maintenance and administration of **Google Tag Manager** accounts, managing tagging implementations and testing they are accurate
- Auditing of **data layer** and business needs to ensure data is readily available
- Manage and execute the development and use of our data visualisation tool, **Tableau**, to produce weekly actionable insight reports and dashboards
- **Ad hoc** reporting and insight as required based on business requirements
- **Deep dive analysis** around key projects and campaigns
- Be the '**go to**' person for Google Analytics and reporting queries
- Working with Digital Team on **website optimisations** and improvements
- **Combining online and offline data** to track online activity through to offline sale
- Analyse onsite **user behaviour**, conversion data and customer journeys, funnel analysis to provide insights on our audience behaviour
- Identify ways in which to improve analytical procedure
- Flexibility and willingness to support wider marketing and or ad-hoc projects

Skills required

- Minimum of **two year's** web/digital analytics experience with prior use of **Tableau**
- Someone who will act as an ambassador for analytics and **data driven decision** making throughout the company
- Someone who considers themselves a **Google Analytics** ninja and preferably is certified
- Experience in using the Microsoft Office suite with advanced **Microsoft Excel skills**
- **Excellent communication skills**, confident with senior management and able to clearly articulate thoughts and recommendations with **attention to detail**
- Experience in creating detailed reports and **giving presentations**
- Have a natural curiosity and passion for challenging assumptions made by the business
- **High energy** looking to learn and help make improvements and drive change
- Ability to work under **tight timelines** and quick turnarounds
- Ability to work effectively within a team as well as individually
- Ability to problem solve and be proactive in **decision making**
- Ability and willingness to undertake **occasional business travel** when required

Beneficial experience

- Experience of SQL
- Previous use of website A/B testing tools
- Degree educated in preferably a marketing, maths or IT type discipline

Application

To apply, please send your CV and your cover letter to HR Travelopia team: talent@travelopia.com