

<b>Directorate:</b>	Communications
<b>Reporting to:</b>	Digital Marketing & Audience Manager
<b>Contract type:</b>	Permanent/ FT

### Working at Mary's Meals International:

Our mission, vision, and values are at the very heart of everything we do here at Mary's Meals and working for Mary's Meals International is so much more than a career opportunity, we offer the opportunity to support our global movement in a dynamic, flexible and inclusive environment with a real focus on personal and professional development. We believe in the innate goodness of people, respect the dignity of every human being and family life and believe in good stewardship of the resources entrusted to us. In line with our values, Mary's Meals is fully committed to a culture of safeguarding.

### Role purpose:

Mary's Meals are looking for an enthusiastic Web Analyst with a passion for data to join our Digital team. Reporting to the Digital Marketing & Audience manager you will play a vital role in supporting both the MMI team and stakeholders globally in delivering data-driven insight to inform strategy as we strive to reach the next child. This includes the tactical delivery of dashboards and campaign analysis as well as the development and maintenance of our web analytics infrastructure.

### Key responsibilities & activities:

- To support our Digital Marketing Officers in delivering campaign and content performance insights to inform our digital strategies.
- To deliver robust dashboard reporting on Digital Content, for example, Social Media, SEO, Email Marketing and Campaign performance.
- To manage inbound requests for analytics support from our fundraising countries and to scope and deliver solutions and training where appropriate.
- To support the Digital Marketing and Audience Manager in identifying key opportunities for growth, benchmarking and monitoring KPIs and trends.
- To manage and ensure our analytics and GTM infrastructure is fit-for-purpose and futureproofed as we expand and redevelop our digital properties and products.

### Additional information:

- As part of your role, you may be required to travel to countries where Mary's Meals operates.

## Essential skills & experience required for this role:

- Proven track record of using the Google Stack particularly Google Analytics, Datastudio and Google Tag Manager, the ability to generate robust dashboard reporting is a must.
- An aptitude for interrogating and interpreting data combined with a solid understanding of how it fits into and informs the wider marketing mix.
- Excellent communication and presenting skills, must have the ability to distil complex analysis into accessible insights for audiences globally.
- Experience in designing and deploying tagging and analytics infrastructures via GTM and a solid grasp of dataLayer implementations.
- The ability to work autonomously as well as part of a team
- Exceptional attention to detail and strong problem-solving skills.

## Desirable skills & experience for this role:

- Knowledge of GA4 as well as Universal Analytics.
- Experience in analysing other datasets, for example CRM data.

## Qualifications:

- Experience in a similar role or relevant qualification in marketing or analytics. Excellent understanding of digital media and the use of web analysis for marketing & comms.

## Mary's Meals 7S Competencies:

As an employee Mary's Meals International, you have a responsibility to approach your role in line with our 7S competency model.

<b>Self</b>	<ul style="list-style-type: none"><li>• I build and demonstrate resilience</li><li>• I lead by example</li><li>• I am authentic and true to Mary's Meals values</li><li>• I develop myself and set stretching goals</li></ul>
<b>Service</b>	<ul style="list-style-type: none"><li>• I have a vocational attitude to my work</li><li>• I inspire hope in others</li><li>• I build belief that even difficult challenges can be solved</li><li>• I am committed to serving and enabling all who want to be part of the global movement</li><li>• I work to ensure our future will be even better than our past</li></ul>
<b>Simplicity</b>	<ul style="list-style-type: none"><li>• I communicate effectively</li><li>• I follow clear decision-making criteria</li><li>• I create plans that are easy to follow and contribute to organisational goals</li><li>• I embrace inclusivity and diversity</li><li>• I focus on delivering results</li></ul>
<b>Stewardship</b>	<ul style="list-style-type: none"><li>• I pay attention to the things that matter most – (a) our physical resources; (b) our people</li><li>• I nurture, develop and respect our relationships with external stakeholders</li></ul>

	<ul style="list-style-type: none"> <li>• I deliver on my promises</li> <li>• I am happy to be held accountable and to hold others to account</li> </ul>
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• I have a point of view about the future</li> <li>• I know our stakeholders and see our priorities clearly</li> <li>• I help others to work in ways that have the greatest impact</li> <li>• I work to deliver my objectives</li> </ul>
<b>Strengthen</b>	<ul style="list-style-type: none"> <li>• I contribute to a positive work environment</li> <li>• I help and support those around me</li> </ul>
<b>Success</b>	<ul style="list-style-type: none"> <li>• I am a catalyst for change</li> <li>• I maintain my technical competence</li> <li>• I contribute to the success of my team</li> <li>• I am accountable</li> <li>• I embrace change</li> </ul>

### Changes to your role:

As our organisation evolves and grows, your job description may need to be reviewed and if appropriate, changed. These changes may be initiated by you or your manager but always in consultation with you and your job description may also be reviewed as part of your annual PDR process.