St John Ambulance

Job Title:	**Digital Analyst**
Reporting to:	**E-Commerce Manager**
Directorate	**Enterprise**
Direct Reports:	**0**

Job Band:	**4**
Team	**CRM & E-Commerce**

Job Summary

The Digital Analyst will play a pivotal role in improving the performance of St John Ambulance's digital channels across our Training and Supplies commercial activities. Focusing on website behaviour, conversion performance, competitor benchmarking, and trading insights, the postholder will enable data-led decisions that enhance user experience and drive revenue.

Working closely with eCommerce, CRM, Brand, and Campaign Planning teams—as well as external partners such as our digital advertising agency—the Digital Analyst will interpret data from GA4, Power BI, Shopify, and other tools to produce actionable insights.

This is a hands-on, insight-focused role suited to someone curious, commercially aware, and confident in turning complex data into clear, meaningful recommendations that help shape digital strategy.

Key Responsibilities

- **Website Performance & User Behaviour**: Monitor and analyse website performance, identifying user behaviour patterns, journey friction points, and opportunities to improve site engagement and conversion across Training bookings and Supplies product sales.
- **eCommerce & Trading Insights**: Provide weekly and monthly digital insights for trading meetings, including analysis of product performance, traffic sources, user journeys, and conversion metrics to support commercial decision-making.
- **UX & Content Interaction Analysis**: Use appropriate tools such as heatmaps and session recordings to understand how users engage with site content and structure, identifying areas to improve customer experience and reduce drop-off.
- **Competitor Digital Benchmarking**: Regularly track and benchmark St John's digital performance against key competitors using appropriate tools (e.g. SEMrush, Similarweb, Sistrix), surfacing insights that inform strategic positioning, SEO, and campaign planning.
- **CRO Insight Support**: Collaborate with eCommerce Merchandisers to shape data-informed hypotheses for A/B or multivariate tests, and assist with interpreting post-test results to guide improvements.
- **Digital Reporting & Dashboards**: Develop, maintain and enhance user-friendly dashboards and recurring reports in Power BI, Data Studio or Excel to ensure timely, consistent visibility of key web and channel performance metrics.
- **Paid Media Insight**: Summarise and communicate key campaign performance insights from our digital agency reports to help internal teams understand effectiveness and inform future direction.
- **Data Quality Support**: Support the maintenance of reliable tracking across GA4, Shopify, and UTM parameters, working collaboratively across digital, data and technology teams to uphold data integrity.
- **Cross-Team Collaboration**: Work closely with internal teams and colleagues including eCommerce, website content, CRM, SEO, and Campaign & Trade Planning to ensure analysis is timely, relevant, and aligned with wider digital goals.
- **Digital Best Practice Awareness**: Stay informed about key developments in digital analytics tools and techniques, sharing relevant insights and opportunities with the wider team.
- **Values**: Champion and exemplify compassionate leadership and St John's HEART values.
- **Continuous Improvement**: Engage, involve and empower St John People in problem-solving and improving the organisation.
- **Inclusion, Diversity & Equality (IDE)**: Actively promote inclusion, diversity, equality and a variety of perspectives across the organisation.
- **Flexibility**: Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder.

Important things you need to know about this job

- Be able to travel nationally on a frequent basis.
- Be willing and able to work flexible hours.
- Be passionate about St John's mission.
- Be willing and able to live St John's HEART values.

Our Values and Commitment to Equality, Diversity and Inclusion

- Our Values spell HEART which stands for Humanity, Excellence, Accountability, Responsiveness and Teamwork.
- Everyone who works at St John needs to be familiar with the HEART values and exemplify them.
- We are committed to being an organisation that is inclusive and welcoming of individual differences while championing equality of treatment and opportunity.

Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential	Desirable
Education and Qualifications		
Basic Education: Educated to GCSE level or equivalent (Grade C / 4) including Maths & English.	✓	
Relevant Degree: Degree or equivalent experience in Data Analytics, Digital Marketing, Business, or related field.	✓	
Advanced Qualifications: Postgraduate or professional qualification in digital analytics, business intelligence, or UX.		✓
Certifications: Relevant certifications (e.g. Google Analytics, Power BI, SEMrush, Tag Manager).		✓
Experience		
Digital Analytics: Proven experience in digital or web analytics using GA4 and Power BI.	✓	
User Journey Analysis: Experience analysing website user journeys, conversion funnels, and performance metrics.	✓	
Trading & eCommerce Reporting: Demonstrable experience providing insights for eCommerce performance or digital trading meetings	✓	
Collaboration: Experience working with cross-functional teams (e.g., CRM, marketing, eCommerce) and external digital agencies to deliver data-driven strategies.	✓	
Analysis Tools: Exposure to tools like SEMrush, Hotjar, or similar.	✓	
CRO Support: Experience contributing to CRO programmes through data-led insights and analysis.	✓	
Digital Environment: Experience working in a digital team or multi-channel marketing environment.	✓	
Sector Familiarity: Experience in a charity, training provider, or B2B commercial setting.		✓
Skills, knowledge and abilities		
Analytical Thinking: Strong analytical and problem-solving skills with a commercial mindset.	✓	
Dashboard Development: Confident in designing and maintaining dashboards (e.g. Power BI or Excel).	✓	
Digital KPI Knowledge: Understanding of digital trading KPIs and website performance metrics.	✓	
Tracking & Tagging: Familiarity with GA4, UTM tracking, and Google Tag Manager setup and auditing.	✓	
Insight Communication: Ability to translate complex data into clear, actionable insights for internal stakeholders.	✓	
Testing Familiarity: Understanding of digital testing methodologies such as A/B or multivariate testing.	✓	
Stakeholder Engagement: Excellent communication and stakeholder management skills.	✓	
Trends Awareness: Awareness of digital analytics trends, tools, and best practices.	✓	
Team Collaboration: Ability to work independently and effectively within cross-functional teams.	✓	
eCommerce Platform Knowledge: Knowledge of Shopify or similar eCommerce platforms.		✓
Values & Culture: Willing and able to exemplify St John Ambulance's HEART values, and contribute to an inclusive and supportive workplace.	✓	

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.	
Initials: JP	Date of preparation: 01/06/2025
Job Approved Date: 13/06/2025	Version: (x of y) [Iteration of Job Description]
Ref: JDPS / Directorate / Team / Job Title /yy	