

Job Title: Digital Analyst

Reporting to: Matt Timmins

Directorate: Enterprise

Direct Reports: 0

Job Band: 4

Team: E-Commerce

Job Summary

The Digital Analyst plays a key role in supporting the performance of St John Ambulance's digital channels across Training and Supplies. The role focuses on analysing website performance, user behaviour, and campaign activity to provide clear, actionable insight that supports commercial decision-making.

Working closely with eCommerce, Trade Marketing, and Data teams, the Digital Analyst will bring together data from tools such as GA4, Power BI and Shopify to deliver consistent, reliable reporting and insight that helps teams understand performance, identify opportunities, and collectively shape future improvements.

Key Responsibilities

- Analyse website performance and user behaviour to identify trends, patterns, and areas of opportunity across Training and Supplies digital journeys.
- Provide regular insight to support trading and performance discussions, summarising key metrics such as traffic, conversion, average order values, product performance and promotional impact to support commercial understanding of performance.
- Analyse cross-channel campaign performance to highlight what is working well and where improvements may be considered, supporting future planning.
- Develop, maintain and enhance clear, consistent dashboards and reporting to ensure stakeholders have reliable visibility of key digital performance metrics.
- Translate data into clear, digestible insight, highlighting key trends, anomalies and potential implications to support informed decision-making.
- Contribute insight to support testing and optimisation activity, analysing performance and outcomes to help inform future improvements.
- Support the accuracy and consistency of digital tracking across GA4, Shopify and campaign tagging, working with data and technology teams to maintain trusted datasets.
- Work closely with eCommerce, Trade Marketing and Data teams to understand performance, refine reporting needs and support the effective use of insight in discussions and decision-making.
- Present analysis clearly and concisely through dashboards, written summaries and PowerPoint presentations, enabling stakeholders to easily interpret performance and participate in shaping actions and priorities.
- 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 as required.
- 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		
Educated to GCSE level or equivalent (Grade C / 4) including Maths & English.	✓	
Degree, apprenticeship, or equivalent level experience in Data Analytics, Digital Marketing, Business, or a related field.	✓	
Demonstrated interest in developing knowledge in digital analytics, eCommerce or marketing performance (e.g. GA4, Power BI or similar tools).		✓
Relevant certifications such as Google Analytics, Power BI, or similar analytics/reporting tools.		✓
Experience		
Experience analysing digital, eCommerce or business performance data to identify trends and patterns.	✓	
Experience working with website, campaign or channel performance data (e.g. traffic, conversion, user journeys).	✓	
Experience producing regular reports or dashboards to support stakeholders.	✓	
Experience working with stakeholders to understand requirements and deliver relevant analysis or reporting.	✓	
Experience working within or alongside marketing, eCommerce or commercial teams.	✓	
Experience using digital analytics or reporting tools (e.g. GA4, Power BI, Excel, Shopify or similar platforms) to extract and analyse data.	✓	
Skills, knowledge and abilities		
Strong analytical and problem-solving skills with the ability to identify trends, patterns and anomalies in data.	✓	
Understanding of key digital and eCommerce performance metrics, with an interest in how these impact business outcomes.	✓	
Ability to translate data into clear, relevant insight to support decision-making.	✓	
Confidence in creating clear, structured reports and dashboards using tools such as Power BI or Excel.	✓	
Ability to clearly explain analysis and insights to non-technical stakeholders.	✓	
High level of accuracy when working with data, with a focus on maintaining data integrity.	✓	
Ability to manage multiple tasks and priorities in a fast-paced environment.	✓	
Ability to work effectively as part of a team and contribute to shared outcomes.	✓	
Willingness to learn new tools, techniques and ways of working within digital analytics.	✓	
Familiarity with GA4, UTM tracking, Shopify or similar digital platforms.		✓
Understanding of digital testing approaches (e.g. A/B testing) and how data supports optimisation.		✓
Willing and able to exemplify St John Ambulance's HEART values, and contribute to an inclusive and supportive workplace.	✓	
DBS Requirement	Yes	No
Does the role require a DBS check to be carried out to be successful for the role		
If Yes what level of DBS check is required for the role Basic/Enhanced *please refer to the additional information page in reference for hiring manager guidance on DBS checks		✓

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

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Ref: JDPS / Directorate / Team / Job Title /yy