

**GOODWOOD**

**The Role**

The **Digital Analyst** will be part of the **Data & Insights team** and will report to the **Data Analytics Manager.**

**About us**

Goodwood is a quintessentially English estate, set in 12,000 acres of rolling West Sussex countryside. Rooted in our heritage, we deliver extraordinary and engaging experiences in modern and authentic ways. But what really sets us apart is our people. It is their passion, enthusiasm and belief in the many things we do that makes Goodwood the unique place it is.

**Passionate People**

It takes a certain sort of person to flourish in such a fast-paced, multi-dimensional environment like Goodwood.  We look for talented, self-motivated and enthusiastic individuals who will be able to share our passion for Goodwood to be **‘the home of exceptional experiences’**.

**Our Values**

**The Real Thing Derring-Do Obsession for Perfection Sheer Love of Life**

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| --- | --- | --- | --- |
| Always inspired by Goodwood’s heritage | Daring to surprise and delight | Striving to do things *even* better | Sharing our infectious enthusiasm |

**Purpose of the role**

The digital analyst serves as a critical bridge between raw data and actionable insights within Goodwood.

Understanding our digital footprint is a key factor to the on-going decision making involved in everything we do at Goodwood. As our Digital Analyst you will analyse our digital practices and identify opportunities for improvement by understanding and reporting on our customer behaviour in the digital space.

Achieving this by collating and presenting complex data in digestible reports and aiding shareholders in making informed decisions regarding digital solutions is a key factor of success for this role.

**Key responsibilities**

* Working closely with internal teams to understand their business objectives, data needs, and digital challenges.
* Analysing and interpreting data from various sources to identify trends, patterns, and insights that can be used to improve business performance.
* Monitor, analyse, and report on key performance indicators (KPIs), metrics, and trends, using Google Analytics 4, Looker, PowerBI and other data visualization tools.
* Creating reports and dashboards to communicate insights and recommendations to key stakeholders.
* Collaborating with cross-functional teams to develop and execute digital marketing initiatives.
* Staying up-to-date with the latest trends and best practices in digital marketing and analytics.
* Provide actionable insights and recommendations to improve digital performance, user experience, and conversion rates, based on data analysis and testing.

**Qualities you will possess**

* Passion for what you do
* Positive and friendly with a “can do attitude”
* Attention to detail
* Ability to prioritise, organise and multi-task
* Quick learner
* Take responsibility for yourself
* Confident to make decisions and to stand by them
* Strong customer service skills
* Excellent communicator
* A sense of fun!

**What do you need to be successful?**

* Experience and proficiency in using Google Analytics 4, as well as other Google products such as Google Data Studio (looker), and Google Tag Manager.
* Ability to create and interpret reports, dashboards, and visualizations that provide insights into website performance, user behaviour, and campaign effectiveness.
* Knowledge of web analytics best practices, such as setting up goals, events, conversions, and segments, as well as implementing and testing tracking codes and tags.
* Familiarity with digital marketing strategies and channels, such as SEO, SEM, PPC, social media, email, and content marketing, and how to measure and optimize their impact.
* Excellent communication and presentation skills, as well as the ability to collaborate with various stakeholders, such as developers, marketers, and managers.