

<b>Job Title:</b>	Digital Insight Officer
<b>Grade:</b>	6
<b>Salary:</b>	£33,002 to £37,694 per annum, pro-rata if part-time
<b>Department:</b>	External Relations
<b>Hours/Contract:</b>	Full-time, fixed term contract (maternity cover) from 26 January 2026 till 22 January 2027 or until the return of the post holder
<b>Job Family:</b>	Management and Administrative
<b>Reference:</b>	12674

## Role Purpose

The University of Leicester is seeking to appoint a Digital Insight Officer to help it understand how end users interact with its digital products. The post holder will provide timely, useful and clear insights and recommendations to support product development, including how it can enhance end user experience and conversion.

We are looking for someone passionate about data, its power and potential, and who wants to be part of a team of experts delivering on student recruitment, research, and University reputation objectives.

You will assist the University in achieving this by helping to embed a wider data-driven approach, and by applying your knowledge of digital marketing channels, metrics and strategies to formulate useful and impactful data insights.

## Main Duties and Responsibilities

- Identify key user journeys and flows across desktop, mobile and tablet, and implement benchmark and range/time measurements against KPIs.
- Analyse, understand and communicate end users' behaviours, user flows and drivers behind conversion rates – and provide recommendations for improvement.
- Work with marketing, college and divisional teams to determine data reporting requirements, and ensure they align to wider University KPIs and measurements, including digital campaigns, cross-platform tracking, and CRM campaign management.
- Develop and maintain analytical tools (including, but not limited to, Google Analytics and Google Data Studio) and provide training and advice on how to use them.
- Provide expert support to the Head of Web to measure the effectiveness of product releases, and establish KPIs at the beginning of every project.
- Create, manage and analyse A/B tests and/or multi-variant tests, and provide recommendations for action, based on the insight.

## Internal and External Relationships

- Work with digital engagement colleagues to help ensure products and services are fit for purpose.
- Collaborate with student recruitment and marketing colleagues to ensure objectives are met.
- Be a source of knowledge transfer, empowering colleagues to be confident and self-sufficient.



## Planning and Organising

This role involves forward planning, organisation, and time management. You will be required to deliver on multiple streams of work, projects and initiatives – all demonstrating:

- An ability to work with minimal supervision, but able to escalate issues as appropriate. \*
- Outstanding level of forward planning, and evidence of collaboration with teams and projects.\*
- A demonstrable ability to establish useful reporting and communication workflows. \*
- A demonstrable ability to organise, prioritise and plan your own work. \*

## Qualifications, Knowledge and Experience

### Essential

- Educated to degree level, or equivalent, or an equivalent professional qualification\*
- Experience of the delivery of data insight and recommendations, ideally for an enterprise-level digital product or service \*
- Experience in the use of web analytics packages, including Google Analytics and Data Studio\*
- Experience in developing digital reporting processes, and in providing training and support \*
- Experience in performing deep-level analysis across multiple data sources, identifying trends and behaviours and providing clear insights and recommendations \*
- An understanding of Agile digital development principles and processes \*

### Desirable

- Experience in delivery and management of A/B tests and multi-variant tests
- Experience of advanced analytics tagging including campaign tracking, on-click tracking custom variables/dimensions and e-commerce conversion
- Experience of using SQL to ask questions and gain insights from structured datasets.
- Professional data analyst/Google qualification
- Agile qualification

## Skills, Abilities and Competencies

### Essential

- Willingness to take full ownership of projects and tasks \*
- Ability to work effectively within a team \*
- Ability to communicate technical solutions or approaches clearly to all audiences \*
- Excellent organisation skills and a passion for quality delivery \*
- Excellent influencing skills and an ability to manage colleagues' expectations at all levels \*
- Excellent planning, prioritisation and organisational skills \*

***\*Criteria to be used in shortlisting candidates for interview***



## Reason for Fixed Term Contract

The reason for the fixed term contract is stated in section 1.9 in the summary of contractual terms in your contract of employment.

## Criminal Declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

## Supporting University Activities

As a University of Leicester citizen, you are encouraged to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We encourage all staff as citizens to work flexibly across the University if required. If supporting these activities is likely to affect your workload, please speak to your line manager in the first instance

## University Values

**Inclusive** - We are diverse in our makeup and united in ambition. Our diversity is our strength and makes our community stronger.

**Inspiring** - We are passionate about inspiring individuals to succeed and realise their ambitions. We challenge our community to think differently, to get involved, and to constantly embrace new ideas.

**Impactful** - As Citizens of Change we will generate new ideas which deliver impact and empower our community

## Freedom of Speech

The University is committed to upholding freedom of speech and academic freedom within the law throughout our recruitment processes. We ensure that all candidates are considered based on merit and suitability for the role, without regard to their lawful viewpoints or the expression of challenging or controversial ideas. Our recruitment policies and practices are designed to protect applicants from discrimination or adverse treatment on the basis of their opinions, and to foster an environment where open debate and diverse perspectives are valued as essential to our academic mission.

## Equality and Diversity

We believe that equality, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equality support our efforts to attract a diverse range of high quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equality, diversity and inclusion.