Search, Analytics and Digital Advertising Specialist

External Relations Directorate

Closing date: 19 September 2018

Interview date: 10 October 2018 (to be confirmed)

Vacancy reference: 6982
INTRODUCTION

York is a successful and globally recognised university with ambitious plans for the future. In order to achieve its goals, the University recognises that effective marketing is critical to maintaining and strengthening its position in a globally competitive environment, and that digital marketing plays an important role in our marketing strategy.

Following a significant restructure, the new Marketing department was formed in February 2017 to deliver an agile, responsive and professional service to support the University’s objectives. A team of around 45 people and comprised of two key branches, Strategic Marketing and Marketing Services, we aim to transform University marketing and provide best-in-class solutions and services in all we do.

Reporting to the Digital Platforms and Developments Manager within the Marketing Services team, you’ll work with a team of developers and UX designers to deliver a world-class university website and to ensure that it is visible, searchable and that web traffic is driven to it at key stages of the academic year.
Main purpose of the role

You will ensure the University maintains a strong online presence through the implementation of effective SEO, the incisive use of analytics tools and the coordination of our online advertising campaigns. Working within the digital section of our Marketing team, you will generate ideas, plan campaigns, and work with emerging opportunities in online advertising.

You will fine-tune our search engine, ensuring it’s fully optimised, and will use analytics tools to monitor the effectiveness of our digital channels. You will help us to see where success can be replicated and where poor performance can be improved. You will use your experience of online advertising to optimise online advertising campaigns through Google Ads and other platforms.

Key responsibilities

(Role holders will be required to undertake some or all of the duties below)

- Develop the University’s web analytics platforms using tools such as Google Analytics and CrazyEgg to ensure we are capturing the relevant data
- Generate reports and insights from analytical tools to measure the success of digital initiatives and to assist colleagues
- Provide recommendations to University colleagues about optimising web content for SEO purposes and advise technical colleagues on site-wide optimisations, using SEO tools to inform decisions
- Contribute to the administration of the University’s internal search engine (Funnelback) by configuring collections, tuning results and reporting on search analytics
- Plan and optimise online advertising campaigns using Google Ads and other related platforms, and liaise with external advertising agencies running campaigns on our behalf
- Report on the success of online advertising campaigns and identify ways to measure return on investment
- Work collaboratively across the whole Marketing team to deliver high standards of marketing support

JOB DESCRIPTION

At a glance

Salary: Grade 5 / £25,482 - £31,302 a year

Hours of work: Full Time / 37 hours a week

Contract type: Open Contract

Based at: Heslington Campus West
## PERSON SPECIFICATION

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<tr>
<th>Qualifications</th>
<th>Essential / Desirable</th>
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<tr>
<td>Undergraduate degree or relevant professional experience</td>
<td>Essential</td>
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<tr>
<th>Knowledge</th>
<th>Essential / Desirable</th>
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<tr>
<td>Detailed knowledge of web analytics tracking and reporting tools</td>
<td>Essential</td>
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<td>Detailed knowledge of online advertising platforms</td>
<td>Essential</td>
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<td>Detailed knowledge of search engine optimisation techniques</td>
<td>Essential</td>
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<th>Skills, abilities and competencies</th>
<th>Essential / Desirable</th>
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<tr>
<td>Ability to measure and report on the effectiveness of online initiatives, identifying refinements for future projects</td>
<td>Essential</td>
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<td>Ability to optimise a PPC campaign on a strict budget, and to report on campaigns run by third-party agencies on our behalf</td>
<td>Essential</td>
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<td>Ability to implement custom analytics tracking opportunities to enable us to gather and report on non-standard features (e.g. event and goal tracking)</td>
<td>Desirable</td>
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<td>Ability to use standard office applications (in particular Google Docs and Sheets, and Microsoft Office)</td>
<td>Desirable</td>
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# PERSON SPECIFICATION

## Experience

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<tr>
<td>Experience implementing Google Analytics for a large and complex site, including tracking goal conversions and custom events</td>
<td>Essential</td>
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<td>Experience in writing and analysing SEO and PPC reports, pinpointing the factors contributing to observable changes in reported data</td>
<td>Essential</td>
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<tr>
<td>Experience running and reporting on online advertising campaigns (in particular Google Ads)</td>
<td>Desirable</td>
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<td>Experience using a Content Management System in a large organisation</td>
<td>Desirable</td>
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<td>Experience with the Funnelback search platform</td>
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## Personal attributes

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<tr>
<td>Keen interest in new developments and trends in digital analytics and search platforms</td>
<td>Essential</td>
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<td>Good verbal and written communication skills with the ability to communicate clearly with technical and non-technical colleagues</td>
<td>Essential</td>
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<tr>
<td>Good organisational and self-management skills, with high levels of accuracy and attention to detail and the ability to juggle tight deadlines with competing workloads</td>
<td>Essential</td>
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THE DEPARTMENT

Marketing is an exciting new department in the External Relations directorate and was created in February 2017 following a significant restructure.

Bringing together a wide range of knowledge and expertise, Marketing has responsibility for brand identity, content, communications, design and digital at York. The team provides agile, responsive and professional support to departments to maintain and strengthen the University’s reputation around the globe.

Working across five key workstreams of brand, research profile, student recruitment, student experience and staff engagement, the team works in partnership with colleagues across the University to provide best-in-class marketing and communications solutions to help achieve institutional and departmental objectives.
Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2018 it is the home of more than 17,000 students across more than 30 academic departments and research centres. Since opening over fifty years ago, we have become one of the world’s leading universities and a member of the prestigious Russell Group.

We are consistently recognised as one of the leading Higher Education Institutes and are ranked 16th in the Times & Sunday Times league table (2017). The University of York has won six Times Higher Education (THE) Awards and five Queen’s Anniversary Prizes.

The University is proud of its association with Athena SWAN, holding 12 awards in support of gender equality, representation and success for all, with gold awards for Chemistry and Biology and a University-wide bronze award.

Of 154 universities that took part in the Research Excellence Framework (REF) in 2014, The University of York ranked 14th overall and 10th for the impact of our research. The University is consistently in the top ten UK research universities and attracts over £60m a year of funding from research alone.

Our vision is to make the University of York a world leader in the creation of knowledge through fundamental and applied research, the sharing of knowledge by teaching students from varied backgrounds and the application of knowledge for the health, prosperity and well-being of people and society.

A place where we can ALL be ourselves #EqualityatYork
Attractive workplace

Centred around the picturesque village of Heslington on the edge of the city of York, our colleges are set in an attractive landscaped campus. York enjoys a safe, friendly atmosphere with facilities including bars, shops, theatres and concert halls all within easy walking distance.

The University has undergone an unprecedented period of expansion and renewal since 2000. We have invested in twenty new buildings on the original campus and have completed the first and second phases of a £750m campus expansion. Our investment in new colleges, teaching and learning spaces, laboratories, research facilities and a new sports village mean there has never been a better time to join us.

During this period of change we've worked hard to retain our friendly, informal and collegiate atmosphere, which is important to our core values of inclusivity and interdisciplinarity.

We have a thriving international community and are committed to providing staff moving to York with as much support as possible through our Relocation Package and Welcome Officers.

The University is committed to promoting a diverse and inclusive community - a place where we can all be ourselves and succeed on merit. We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff engagement forums, campus facilities and services to support staff from different backgrounds.

For further information please visit our employee benefit pages.
The City of York

Internationally acclaimed for its rich heritage and historic architecture, York’s bustling streets are filled with visitors from all over the world. Within its medieval walls you will find the iconic gothic Minster, Clifford’s Tower and the Shambles - just a few of the many attractions.

But York isn’t just a great place to visit - it’s also a great place to live and work. While nourishing a vibrant cosmopolitan atmosphere, York still maintains the friendly sense of community unique to a small city.

Visit www.visityork.org for more information on the city of York

Shopping, culture and entertainment

York boasts specialist and unique boutiques but also all the high street stores on its busy shopping streets. Alongside them you will find cinemas, theatres, an opera house, art galleries, a vast range of restaurants, live music venues and clubs. York is particularly renowned for its multitude of pubs and bars, from the modern to the medieval.

Housing and schools

Whether you choose to live close to the city, in one of the surrounding villages or further afield, you will find a wide range of housing within comfortable distance of York and the University. For families, the area has a range of excellent schools both in the state and independent sector.

Great location

York is one of Britain’s best-connected cities. Halfway between London and Edinburgh on the East Coast mainline, on intercity trains you can reach London King’s Cross in less than two hours and Edinburgh in two and a half hours. York is also well served by road links, and it is easily accessible from the A1, M1 and the M62.

For those travelling from overseas, Manchester Airport is two hours away and Heathrow Airport just three and a half. Flights from nearby Leeds Bradford Airport provide easy access to mainland Europe. By Eurostar from London St Pancras, Paris is just over six hours away.

Yorkshire

The Lonely Planet guide recently declared Yorkshire the third best region in the world to visit. There is something to cater to every taste, whether it be the rugged landscapes of the Moors or the Dales, the picturesque seaside towns of Scarborough and Robin Hoods Bay, the gothic architecture of Whitby or the vibrancy of cosmopolitan Leeds.
Apply online

- Go to https://jobs.york.ac.uk
- Find this job using reference 6982
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 19 September 2018

What will I need?

We will ask you for details of:

- your employment history
- relevant qualifications
- two referees

You need to be ready to show us how you meet the requirements of the job, either in a written statement and / or by answering questions.

Help and assistance

Direct any informal queries to chris.marsh@york.ac.uk

If you have any questions about your application, contact the HR Services team:

recruitment@york.ac.uk
+44 (0)1904 324835