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| Role Title | Graduate Digital Analyst |
| Reports To | Director (Digital), Creative Tourist Limited |
| Purpose of Role | <p>Creative Tourist Limited is dedicated to developing the digital understanding and capabilities of its cultural tourism clients and to delivering great digital platforms and services. Our goal is to help cultural organisations, tourism partnerships, and destinations convert more visitors and audience members, and build sustainable business or funding models.</p> <p>Helping our clients to understand the performance of their digital assets and capabilities and successfully apply data insights to improve the return on their digital marketing investment is an essential part of our business mission and service.</p> <p>This is a new role and an exciting opportunity for a talented graduate or early career professional who combines an interest in arts and culture with a genuine passion for data, analytics, and digital best practices.</p> <p>Reporting to the Digital Director of Creative Tourist, you will conduct audits of digital assets and capabilities for cultural organisations and destinations, drawing on data from Google Analytics and other sources to develop digital insights and optimisation plans. You will also be required to provide digital support in other areas of the business, including consultancy, campaigns, and special projects.</p> <p>This is a learning role, and you will spend much of the first 3-6 months acquiring skills in areas such as measurement and reporting, search engine optimisation, pay-per-click advertising, and website information architecture. From that point on, you will be expected to work with a high degree of independence, delivering digital insights and strategy for our cultural tourism clients — and contributing to the bottom line of the business.</p> |
| Scope of Role – Key Accountabilities | <ul style="list-style-type: none"> • Conducting audits of digital assets and capabilities for cultural organisations and destinations • Explaining ‘what the numbers mean’ (often to people who are not digital specialists) in clear language • Providing actionable insights and optimisation plans for clients • Preparing measurement and reporting plans covering campaign channels, website content, and conversion goals • Using Google Analytics and other platforms to collect, report, and analyse the behaviour of online audiences |

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| | <ul style="list-style-type: none"> • Supporting the Creative Tourist team in meeting clients' digital marketing and analytics needs • Encouraging Creative Tourist team members and clients to adopt an approach centred on ongoing experimentation and optimisation • Supporting the development and promotion of best practices in all areas of digital marketing and communications • Proactively using and applying knowledge to come up with ideas for new platforms, services, frameworks, and methodologies • Supporting the development and optimisation of our own digital platforms, including creativetourist.com and Culture Hosts <p>General</p> <ul style="list-style-type: none"> • Deliver efficient and effective support to the Creative Tourist team and its clients • Contribute to maintaining Creative Tourist's reputation as an international consultancy with a specialism in digital marketing and communications |
| <p>Skills, Experience and Qualifications</p> | <p>Experience & Skills</p> <ul style="list-style-type: none"> • Degree educated – in an area of study that has required an ability to research, analyse and present complex, numerical information in an interesting and readable way. • Some experience in or knowledge of digital analytics and digital marketing • Excellent analytical and/or numerical skills — you don't need to be a statistician, but you will need an enquiring mind • Familiarity with and ability to use spreadsheet software, e.g. Excel, Google Spreadsheets • Familiarity with more specialised software such as Tableau or Analytics Canvas is desirable but not expected at this level |

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| | <ul style="list-style-type: none"> • Experience of working with complex data sets and the ability to present your analysis findings in a clear and concise way • Awareness of digital best practices across a variety of channels and platforms, e.g. ad networks, websites, apps, and e-commerce stores • Experience of visualising and presenting complex information to technical and non-technical audiences • Ability to learn and apply new skills through a combination of guided and self-guided learning • The chosen candidate will receive mentoring from the rest of the digital analytics team, but will be expected to learn using their own initiative at times, hence the need to be a 'self-starter' • Ability to manage your own workload, schedule, and projects as appropriate <p>Personal Attributes</p> <ul style="list-style-type: none"> • You're curious, diligent, and tenacious when it comes to solving problems • You recognise that 'data monkey' work isn't beneath you, but often part of the process • You're open to changing your processes — in fact, you're always looking for better ways of doing things • You can work alone or with minimal supervision, but are also willing to collaborate and take direction • You think that details matter and set high standards for yourself and others • You treat colleagues and yourself with honesty, respect and compassion |
| <p>Competencies</p> | <ul style="list-style-type: none"> • Analytical thinking: You can take a big, difficult problem and break it down into a series of smaller, solvable ones. • Communication: You recognise that different audiences have different needs, and can adapt your communication style or technique to get your message across. |

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| | <ul style="list-style-type: none"> • Influencing & persuading: You know how to use information, reasoned arguments, and the right amount of pressure to convince others • Collaboration: You recognise that you can't solve every problem by yourself, and know how to connect people with the right mix of skills to achieve your goals. • Creative Thinking: You can rapidly absorb new information (even when you might not understand it completely) and instinctively connect it with what you already know to come up with new ideas or find new ways of doing things. • Tenacity & Resilience: You're committed, motivated, and energetic - you care enough about what you do that the occasional setback won't stop you getting the job done. • Flexibility: We're a small team, and sometimes that means taking on jobs that are outside our job description (or our comfort zone). You're comfortable with change and willing to do your best with what you're given. |
| Core Terms | Salary: £18,000 - £21,000 a year starting salary depending on experience |
| | Hours: standard office hours apply – 9 – 5 Monday to Friday is typical but with flexibility on both sides. Overtime is unpaid. |
| | Holidays: 28 days including bank holidays. Holidays rise after 2 years service. |
| | Location: The office base is in Manchester but some national travel will be required. |
| | <p>You will find out more about our company, the team, our client base and work portfolio at:</p> <p>www.creativetouristconsults.com</p> <p>www.creativetourist.com</p> |