

# ctconsults.

Job Description

## Digital Data Analyst

Closing date: Friday 5th November 2021, 12noon

# Job Description: Digital Data Analyst

Salary ranging from £22-27K dependent on experience.

This is an early-career level role, suitable for someone who has gained relevant qualifications or undertaken an apprenticeship, and who actively wants to explore a career in Data Analytics. You may also have relevant work-experience.

## About Us

CTConsults is an industry-leading agency, bringing innovation thinking to the worlds of destination marketing and cultural tourism.

We drive digital transformation in the cultural and tourism sectors by bringing together the capabilities needed to help destinations and partnerships be more visible, grow and thrive. We help clients harness the power of data and capitalise on technology to support their business objectives, create high performing customer journeys and experiences, and develop digital skills and digitally-minded behaviours and practices.

With a number of significant project wins in 2021, such as supporting partners in the West Midlands as they gear up for the Birmingham 2022 Commonwealth Games, we are realising our ambition to build a unique cultural-tourism digital transformation team. In recent months we have recruited to several key roles which has created a requirement for a Digital Data Analyst to join our growing digital team.

Find out more about our work [here](#).

## Key Aspects of the Role

The primary purpose of the role is to manage, process, and analyse data held on our data warehouse platforms - to generate and communicate actionable insights that help us improve our project delivery and help our clients achieve improved ROI.

You will directly undertake and provide support in the following areas:

- Ensure that data held on our data warehouse platforms and CRM systems meet quality standards
- Assist the Data Insights Manager with the preparation of evaluation and insight reports
- Assist the Data Insights Manager with the communication and presentation of findings, analysis and recommendations to clients
- Champion data quality within the organisation and help us and our clients use data to inform business decision-making

Your work will have a positive impact in:

- Supporting the CTC team in meeting clients' digital marketing and analytics needs, and extending strategic performance
- Supporting the development and promotion of best practices in digital marketing and communications
- Supporting the development and optimisation of our own digital platforms, including [creativetourist.com](http://creativetourist.com) and Culture Hosts
- You will be actively managing data through CRM systems, Google Analytics and Microsoft Power Bi

## Personal Attributes

You will be:

- Curious, diligent and tenacious when it comes to solving problems
- Open to learning and applying new skills through a combination of guided and self-guided learning
- Able to 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
- Analytical, highly-numerate and logical in your thinking
- Committed to 'quality' robust data, where details matter, setting high standards for yourself and others
- Motivated and energetic - you care enough about what you do that the occasional setback won't stop you getting the job done.
- A good written/visual/verbal communicator - capable of explaining complex data in a clear, concise, and influential manner
- Self-motivated - able to manage your own workload, schedule, and projects as appropriate
- Flexible - things seldom stand still for long, and you will get enjoyment from being in a fast-moving environment
- Open to taking instruction and constructive feedback

## Skills and Qualifications

- You will understand CRM systems, Google Analytics and Microsoft Power Bi - and demonstrate hands on experience with one or more of these
- You will be educated in an area of study that has required an ability to research, analyse and present complex, numerical information. This will be through a relevant degree or industry apprenticeship
- You will have GCSE Maths and English Language at B or above

## Working Life at CTConsults

We are a small team of big thinkers - as colleagues, we work collaboratively on a wide range of projects and offer plenty of scope for people keen to get stuck in and get on. Our portfolio of work covers cultural and tourism strategies, place branding and placemaking, and digital transformation - all with strategic and implementation focus. [www.ctconsults.com](http://www.ctconsults.com)

In addition to our strategic work we run the award-winning website [www.creativetourist.com](http://www.creativetourist.com) and we have developed a data platform to support partnership working in aspiring cultural destinations - [www.culturehosts.co.uk](http://www.culturehosts.co.uk)

We have built a reputation for championing and developing models and programmes to help places recover from the pandemic, respond to the climate emergency and build digital capacity and capabilities, and now is a great time to join us as we apply some of this thinking with our clients.

## Details and How to Apply

Salary: from £22-27k: (depending on the mix of skill, experience and aptitude).

Holidays: 23 days (plus bank holidays), increasing with service.

Hours of work: Typically Monday to Friday, 9am to 5pm based in our office in Manchester, with some scope for hybrid home-working.

Contract type: Permanent.

Get in touch with a **full CV** and **covering letter** telling us why you are the person for us.

Please email your application to Pam McNally, Operations Manager (she/her) [pam@ctconsults.com](mailto:pam@ctconsults.com) and state 'Digital Data Analyst' in the subject line of your email.

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