

<b>Job Title:</b>	Tracking & Reporting Executive	<b>Function:</b>	Marketing, Communications & Fundraising
<b>Reports To Manager:</b>	Digital Performance Manager	<b>Job Family:</b>	Support & Professional
<b>Date:</b>	January 2025	<b>Band:</b>	4

**Purpose:** Develop and optimise the tracking, analysis, and reporting of digital marketing performance across all channels to enhance operational effectiveness and to support our purpose of keeping people and pets together when times are tough.

Responsibilities	Performance Measures	Organisational Skills & Values	
<ul style="list-style-type: none"> <li>Develop and maintain tracking and dashboards for digital products, channels and campaigns to enable measurement of performance in a sharable way.</li> <li>Track, analyse and report on the performance of campaigns and programs including traffic, conversions, engagement metrics, and ROI using tools such as Google tag manager, Google Analytics, and website user data.</li> <li>Maintain robust tracking systems and deliver clear performance reports to support the continuous improvement of PDSA's marketing activities and ROI</li> <li>Prepare and present detailed reports to stakeholders, highlighting key metrics and insights</li> <li>Create regular reports and dashboards summarising key metrics and campaign performance.</li> <li>Collaborate with cross-functional teams to ensure data accuracy and consistency.</li> <li>Identify and recommend areas for improvement based on data analysis.</li> <li>Stay updated on industry best practices in data tracking and reporting including data protection regulations</li> <li>Compliance with all PDSA policies and procedures</li> </ul>	<ul style="list-style-type: none"> <li>Accuracy and reliability of tracking systems</li> <li>Delivery of actionable insights through dashboards that drive campaign ROI &amp; optimisation opportunities.</li> <li>Operate in line with departmental SLA's</li> </ul>	<ul style="list-style-type: none"> <li>Head and Heart</li> <li>Better together</li> <li>Passion with purpose</li> <li>Planning and organising</li> <li>Acting commercially</li> <li>Leading Effectively</li> </ul>	
	<th data-bbox="1256 643 1691 687">Dimensions</th> <td data-bbox="1691 643 2199 1319"> <th data-bbox="1691 643 2199 687">Role-specific knowledge &amp; skills</th> </td>	Dimensions	<th data-bbox="1691 643 2199 687">Role-specific knowledge &amp; skills</th>
	<ul style="list-style-type: none"> <li>Direct Reports: 0</li> <li>Indirect Reports: 0</li> <li>Budget: N/A</li> <li>Internal Contacts: MCF, Data &amp; Analytics</li> <li>External Contacts: Agencies</li> </ul>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>Experience of analytics tools such as Google Analytics, Google Tag Manager, and other tracking platforms.</li> <li>Strong analytical skills with attention to detail</li> <li>Experience in setting up and managing tracking systems</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>Familiarity with CRM systems such as Dynamics 365 and data management including first-party data sharing</li> <li>Experience in marketing or fundraising analytics</li> <li>Understanding of data protection regulations and best practices</li> </ul>	

<b>Approved By: People Operations</b>	<b>Date: January 2025</b>
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