

Data Executive

Description of your role at Crafted

Classified as confidential

Employee {Name}

Department Search

Reporting to Head of Data

Job Description.

Summary of the main objectives of the job.

To be responsible for tracking and reporting across small to medium clients. To distil information into easy to understand reports for both clients and internal teams. To deliver actionable and impactful insights using a range of tools including Google Analytics and Google Tag Manager.

Position in the organisation.

Details of your team structure and line manager.

Reporting into the Head of Data whilst also collaborating closely with other members in the Search teams. You'll also work closely with the Client Services department.

Key responsibilities and tasks.

Examples of key accountabilities of the role.

- Be responsible for small to medium scale Data projects and retainers, by leading on tracking and reporting requirements as well as collaborating with other members of the client account to prepare data for business reviews and meetings
- With support from the Head of Data, be able to analyse GA4 and Google Tag Manager in order to answer data requests including tracking, analysis and debugging. Where relevant, work with Development teams to implement tracking requirements
- Be responsible for frequency checks of reporting platforms (e.g. GA4, Looker Studio, GSC) to ensure data integrity as well as to identify and to fix issues swiftly
- Have a basic understanding of cookies, consent manage platforms and advertising tracking, enabling set up and maintenance of tags on client websites
- Have an awareness of data warehousing solutions such as Big Query to query and report data from
- Have strong time management skills, with the ability to work independently to set personal deadlines and manage workflows

Experiences and competencies.

Details of knowledge, skills, and experience required of the role.

We have a strong focus on personal development and know 'good people' can build upon skills to make them the right fit for the role. However, to hit the ground running, we do need you to have a certain level of experience. For this role, we need you to have:

- Highly numerate and analytically minded with an ability to analyse data
- Strong communicator both verbal and written to enable effective explanation of analysis
- Knowledge of Google platforms such as Google Analytics and Google Tag Manager
- Previous experience using Excel and use of formulas to manipulate data

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- Creative thinking when faced with a problem to identify the issues and suggest actions
- Good time management with an ability to work under pressure
- Experience in an agency environment would be advantageous
- Nice to have
 - Experience in other analytics platforms
 - Experience in programming languages such as R, Python or Big Query

Behaviours.

As an Executive you will demonstrate impeccable diligence in your approach to work, you will instil confidence among both internal peers and clients in your capacity to meet expectations consistently. Your enthusiasm for learning will propel your proficiency in your role. You will be dependable, unafraid to pose questions or offer suggestions, remaining receptive to feedback, committed to continuous improvement. You will keenly observe and adopt best practices.

Your proactive mindset and drive will drive you to seek out innovative solutions to challenges. You will take pride in delivering exceptional results to both internal teams and clients, maintaining a dedication to learning and cultivating an interest in broadening your skillset.

Crafted's values.

Our values are more than just words on an office wall. They provide direction for your decision making, how to conduct yourself, and how you can have a positive impact on the business.

Go Deliver.

Expertise and quality in all we do
Commitment to keeping our promises
Taking ownership and finding solutions

How to apply it:

You take pride in delivering quality work. You know that it's better to show, not tell, and you'll confidently share your knowledge and expertise in a way that helps those you work with. You're committed to the task and can be counted on to keep your promises.

Go Together.

Being dependable and considerate
Flexibility and willingness to support each other
Being respectful of others
People first culture

How to apply it:

You appreciate, and encourage sharing of, other people's views, ideas, and opinions. If you see a person struggling, you're finding ways to support them. Equally, if you're having a tough time, you seek support. You know that the whole is greater than the sum of all our parts.

Go Beyond.

Impact outside of our four walls
Exceeding expectations

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Striving for better

How to apply it:

You're motivated to discover, learn, and adopt new things. You're not afraid to challenge assumptions and look at the bigger picture. You bring enthusiasm to your day-to-day and it helps you to outperform expectations. You have a positive impact outside of your specific responsibilities.