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**6**

**Team Size:**

**0**

**Direct Reports:**

**Reporting To:**

**Jameel Lalani**

**Location:**

**Role Title:**

**Senior Digital Performance Analyst**

**London**

**Why join MoneySavingExpert.com?**

MoneySavingExpert.com is the UK’s biggest consumer website. It provides millions of users with free, independent, editorially led information about all things money. The goal for everyone working at MSE is simple – we’re dedicated to cutting consumer bills and fighting hard for financial justice for everyone. We get about 15 million MoneySavers to our website every month. Our weekly email is full of exclusive deals, tricks and MoneySaving guides, all aimed at helping people make the most of their cash. The MSE Forum is a lively and supportive community, with more than 1.5 million users taking part in three million discussions, ranging from making the most of your credit card to good old-fashioned thrifty budgeting. In addition, our Cheap Energy Club takes the hard work out of switching energy and saving on energy bills while the newly launched Credit Club is a great way of managing an array of financial decisions.

But what really makes MSE stand out from the crowd is the [Editorial Code](http://www.moneysavingexpert.com/site/editorial-code), which lies at the heart of everything we do. Regardless of role, at MSE it’s everybody’s job to champion the consumer – and that makes us a truly unique, exciting and rewarding place to work. If you’re inspired by what we do or see yourself as a passionate consumer champion, and have the grit and enthusiasm along with the skills we seek, a career at MSE might just be the right career step you’re looking for.

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**Why join the Commercial & Online PerformanceTeam?**

This is a critical role for a performance analyst, who will work closely with the MSE Commercial team to analyse, report on and improve the performance of MSE’s sites, tools and apps.

The role will also link to the MoneySupermarket Group Data team, sharing best practices with a peer group.

We’re looking for someone with experience of digital performance analysis, who’s passionate about numbers, who can interpret data and translate statistics into real user stories, turn research into meaningful and actionable insights and engage with various audiences.

You must be creative and practical, with excellent interpersonal and communication skills.

**What will I be doing?**

 **Key Responsibilities:**

* Analyse the performance of MSE.com, providing the business with meaningful and actionable analysis.
* Create trade packs and board level reporting.
* Be a spokesperson for the analytics function, helping to drive the adoption of data across the business and respond to their ad-hoc analysis requests.
* Work with the business to define relevant KPIs and own the reporting schedule.
* Work with the data product team to define new data sources and reports that will help improve our performance.

 **What skills and experience do I need?**

**Essential:**

* Experience of analysing the performance of websites and digital marketing activities.
* Knowledge of Google Analytics, or similar analytics tool, including events implementation and tag management.
* Knowledge of Tableau or similar data visualisation tool.
* Excellent analytics, including MS Excel.
* Excellent communication skills and interpersonal skills.
* Must be able to work to deadlines.
* Must be able to manage own workflow.
* Creative approach to communication of data and insight.
* Educated to degree level in a numerate discipline or comparable on-the-job experience.

**Nice to have:**

* An understanding of project management principles (Agile preferred).

To apply for the role, please email your CV, covering letter, salary expectation and any enquiries to jobs@moneysavingexpert.com.