



Google Analytics Manager

Falmouth

£25-35K

Full time

Our client is a fast paced and dynamic digital marketing company based in a beautiful coastal office in Falmouth, with it's own private beach!

We are looking for an experienced Google Analytics Manager for this exciting new post within the team. If you have some but not all of the required experience, please still get in touch, our client is also interested in meeting people who could grow into the role over time.

The role will entail:

- Meeting with global clients, either by phone, email or face to face and establishing their analytical requirements
- Implementing tracking within Google Tag Manager
- Auditing and refining Google Analytics accounts
- Ensuring recommendations are implemented successfully
- Training clients in Google Analytics
- Working closely with the SEO and Paid Media teams to help track and monitor client KPIs

The ideal candidate:

- 2+ years' experience of implementing Google Analytics
- Proven experience with Google Tag Manager
- Strong Microsoft Excel background
- GAIQ Qualification
- Basic understanding of JavaScript fundamentals
- Experience with Adobe SiteCatalyst/IBM/reporting platforms
- Experience with Tableau/Qlikview/PowerBI/Klipfolio
- SEO/Paid Media experience
- Full UK driving license

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