

Web Analyst - French Speaking

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Company: Forward Role

Location: Knutsford

Category: other-general

Web Analyst – French Speaking Cheshire - Hybrid – 2-3 days a week in the office

£dependant on experience Forward Role is working with a fast-growing, highly successful international business in the travel industry. The company have gone from strength to strength, with acquisitions, new digital platforms, improved strategies and a growing digital & marketing function. There is an exciting opportunity for a Web Analyst to join a fast-paced and dynamic team in a high-growth international business. You will be working within a small team of analysts and will take on responsibility for improving the performance of multiple websites and enhancing the user experience. Role & Responsibilities: Track web performance and user behaviour, identifying trends and opportunities Manage Google Tag Manager for efficient tracking and data management Set up and configure tags, triggers, and variables within GTM to ensure accurate tracking and reporting Deliver regular insight into KPIs such as web traffic and conversion rates Collaboration with marketing, commercial and product, developing data driven strategies to drive digital performance Drive the optimisation strategy, managing testing roadmaps – working with UX, developing hypotheses, experiment design and result analysis Building reports and dashboards, to show case analysis and insights to stakeholders Skills & Experience: Experience as a Digital Analyst, Web Analyst or similar Fluent in English & French – essential!!! Experience with GA/GA4 is essential GTM experience is highly desirable, an understanding/awareness of tagging is essential Good knowledge of CRO and experimentation Experience working with visualisation tools such as Tableau, Power BI etc. Open to occasional travel to France This is a brilliant opportunity to work within a growing business, and having the chance to play a key role in some incredibly exciting

projects. If you are interested in this role, please apply with your CV, so get in touch with Sophie at Forward Role for more information. As an industry leading, nationwide Marketing, Digital, Analytics, IT and Design recruitment agency, we are continually receiving new assignments to work on, so keep a close eye on our website, Facebook, LinkedIn and Twitter pages for a full list of current permanent and interim opportunities as well as marketplace news and fun stuff. Forward Role is operating as an employment agency.

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