



Job title	Digital Optimisation & Analytics Lead	Job family and level	Administrative, Professional and Managerial Level 5
School/ Department	External Relations: Marketing and Digital	Location	Jubilee Campus

It's a time of change and innovation at the University of Nottingham as we invest in a digital marketing service fit for our ambitious future. You'll join a new team supporting the remodelling of our platforms, reducing technical debt and transforming our customer experience.

Forward-thinking and highly collaborative, you'll help us to explore new agile ways of working, integrate best in class technologies with legacy systems and harness the power of data to deliver sophisticated solutions to users.

Purpose of role

We are seeking a highly motivated and experienced Digital Optimisation Lead with a strong focus on Adobe Experience Cloud technologies. In this role, you will lead the strategy and execution of digital optimisation initiatives aimed at enhancing customer journeys, driving business growth, and improving digital performance. You will collaborate closely with cross-functional teams, including marketing, UX/UI, insights, and IT, to ensure optimisation efforts are data-driven, customer-centric, and aligned with business objectives.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	<p>Adobe Analytics</p> <p>Lead the implementation and configuration of Adobe Analytics to ensure accurate data tracking and reporting across all digital properties, including web, mobile, and other digital touchpoints.</p> <p>Develop and execute a data collection strategy that aligns with business goals, ensuring data accuracy, consistency, and completeness. Define KPIs and metrics to measure performance and success.</p> <p>Design and maintain custom reports, dashboards, and visualisations that provide actionable insights to various teams, including marketing, product, and executive leadership.</p> <p>Conduct in-depth analysis on website traffic, user behavior, conversion funnels, and attribution, delivering actionable insights and recommendations for improvement.</p>	50%

	<p>Oversee the setup and management of tracking tags through Adobe Launch or other tag management systems to ensure all necessary data points are captured accurately.</p> <p>Work closely with marketing, product, development, and UX teams to ensure that digital analytics aligns with broader business objectives and optimisation efforts.</p> <p>Present analytics findings, insights, and recommendations to stakeholders in a clear, concise, and actionable manner, enabling data-driven decision-making.</p> <p>Establish and maintain best practices for data governance, ensuring data integrity, security, and compliance with relevant privacy regulations (e.g., GDPR).</p> <p>Train and mentor internal teams on Adobe Analytics, data analysis techniques, and the use of digital analytics tools to empower data-driven culture across the organisation.</p>	
2	<p>Adobe Target</p> <p>Lead the design and execution of personalisation and optimisation strategies using Adobe Target, including A/B testing, MVT, and rule-based targeting to create personalised experiences across web, mobile, and other digital channels.</p> <p>Develop and manage a robust pipeline of testing initiatives, ensuring that all tests are designed to provide actionable insights. Oversee the entire experimentation lifecycle—from hypothesis creation to analysis and iteration.</p> <p>Leverage Adobe Target’s personalisation capabilities to create and deliver customised experiences for different audience segments based on user behavior, demographics, and real-time data.</p> <p>Work closely with marketing, UX/UI, development, and analytics teams to ensure testing and personalisation strategies align with overall business and marketing objectives.</p> <p>User Adobe analytics to evaluate test performance, generate insights, and report findings to stakeholders. Use data to continually optimise and refine personalisation strategies.</p> <p>Utilise Adobe Target and Audience Manager (or other tools) to create sophisticated audience segments based on behavior, demographic, and contextual data, ensuring precise targeting of experiences.</p> <p>Serve as the subject matter expert on Adobe Target, advising on best practices for testing, targeting, and personalisation. Stay current with Adobe Target updates and industry trends.</p> <p>Ensure smooth integration of Adobe Target with other tools in the Adobe Experience Cloud and third-party platforms, working with development and IT teams to manage tags and data collection.</p> <p>Present testing outcomes, personalisation insights, and performance improvements to senior stakeholders, helping drive a data-driven optimisation culture across the organisation.</p> <p>Train and mentor internal teams on Adobe Target, testing best practices, and personalisation techniques, empowering them to contribute to optimisation efforts.</p>	30%
3	Collaboration	20%

	<ul style="list-style-type: none">▪ Foster teamwork and sharing of best practice throughout the Digital and Marketing team to ensure a collaborative and knowledgeable approach to optimisation▪ Act as the champion for using data to drive insight into web and social activities, delivering necessary dashboards or ad hoc data deep-dives using Adobe Analytics▪ Work closely with our AEM developers, AEM authors and AC lead to harness the technology	
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Person specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> ▪ A track record of using web analytics platforms to analyse conversion ▪ Strong marketing data analytics skills, including with Adobe Analytics, Google Analytics and HotJar ▪ Excellent data visualisation skills ▪ Able to compile and confidently communicate clear, concise insights and recommendations, including to non-technical audiences ▪ High levels of accuracy and attention to detail ▪ Customer service oriented with outstanding communication skills for technical and non-technical audiences ▪ Highly motivated, driven and adaptable ▪ Able to work independently or as a member of a cross-functional team 	<ul style="list-style-type: none"> ▪ Experience of Tableau ▪ Experience with JavaScript, CSS, and HTML
Knowledge and experience	<ul style="list-style-type: none"> ▪ Proficient in web analytics tools such as Adobe Analytics and Adobe Target ▪ Broad understanding of the Adobe Experience Cloud technologies including AEM, AA, Target, ACC, DAM. ▪ Experience of working in an Agile delivery environment ▪ Experience with data visualization tools such as Tableau, Power BI, or Google Data Studio is a plus. ▪ Experienced and knowledgeable in implementing SEO and SEM strategies ▪ Experience of using Content Management Systems. 	<ul style="list-style-type: none"> ▪ Experience of working to a consistent content strategy ▪ Experience of a HE environment ▪ Experience working in an agile team
Qualifications, certification and training (relevant to role)	<ul style="list-style-type: none"> ▪ Relevant degree or similar level of experience ▪ Adobe Analytics accredited. 	<ul style="list-style-type: none"> ▪ Agile qualification ▪ Google Analytics accredited
Statutory, legal or special requirements	<ul style="list-style-type: none"> ▪ Strong understanding of Web accessibility standards, CMA compliance and GDPR. 	



The University of Nottingham is focused on embedding equality, diversity and inclusion in all that we do. As part of this, we welcome a diverse population to join our work force and therefore encourage applicants from all communities, particularly those with protected characteristics under the Equality Act 2010.

Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

- Valuing people** Is friendly, engaging and receptive, putting others at ease. Actively listens to others and goes out of way to ensure people feel valued, developed and supported.
- Taking ownership** Is clear on what needs to be done encouraging others to take ownership. Takes action when required, being mindful of important aspects such as H&S, EDI and other considerations.
- Forward thinking** Drives the development, sharing and implementation of new ideas and improvements to support strategic objectives. Engages others in the improvement process.
- Professional pride** Is professional in approach and style, setting an example to others; strives to demonstrate excellence through development of self, others and effective working practices.
- Always inclusive** Builds effective working relationships, recognising and including the contribution of others; promotes inclusion and inclusive practices within own work area.

Key relationships with others



