



*Inspiring new ways*

## **DIGITAL PLATFORMS ANALYTICS SPECIALIST**

Fixed Term Contract: 24 months

A digital platforms analytics opportunity has opened up at our Head Office in South Africa, to join the Digital and Technology business unit as a Digital Platforms Analytics Specialist. We invite applications from individuals who are passionate about promoting South Africa as a Tourism Destination and possess the required skills and experience.

### **Purpose of the Role**

Reporting to the Manager: Digital Operations, this role is responsible for Digital Platforms Analytics for SA Tourism, locally and across all markets, which entails gathering, analyzing, interpreting, visualizing and reporting digital platform metrics, for all digital programs, activity, channels and campaigns. The objective is to ensure all SA Tourism teams and senior leaders/executives understand the performance and impact of the digital platform efforts in achieving the SA Tourism mandate to promote South Africa as a tourism destination.

### **Key Performance Areas:**

#### **Digital Analytics**

- Dive into web and app analytics data to ascertain performance of all digital marketing channels and uncover opportunities for platform experience optimization;
- Identifying, measuring, and monitoring key digital performance indicators (KPIs) that contribute to delivering on the SA Tourism mandate;
- Create and update recurring reports, dashboards, alerts;
- Identify digital platform trends, opportunities, and challenges using Google Marketing Platform and the SA Tourism social media analytics data
- Support long-term digital platform analytics special projects that enhance and facilitate tracking, reporting and performance improvements;
- Define and maintain owned, earned and paid digital platform tagging strategy and work with the wider DIGITECH, partner agencies and development teams to implement.

#### **Testing and Optimization**

- Build A/B and multi-variate testing plans that include hypotheses with corresponding goals and benchmarks;
- Identify and prioritize opportunities for digital platform testing, personalization, and usability improvements, through both qualitative and quantitative analysis;
- Grow and innovate our digital platforms testing approach and optimization practices continuously;

- Identify digital traffic trends by channel and audience, user experience issues, and opportunities for improving owned platform conversion.
- Stay current on latest trend in digital measurement strategies and tactics, and how those are applied to external facing digital platforms and activities.

### **Stakeholder Management**

- Interface with agencies and partners to implement the correct 3rd party tracking in line with the SAT measurement framework and naming convention;
- Proactively look for opportunities to use insights across other functions in the organisation;
- Actively participate in cross-functional team initiatives, collaborating with internal and external team members to achieve and measure digital platform delivery;
- Work with internal and external teams to integrate SAT analytics tools across solutions and to automate reporting.

### **Minimum Qualifications and Experience**

- Valid Google Analytics Certification
- At least 2 years in a digital marketing channels analytics and or digital media campaign analytics function for high-performance brands;
- Certified qualifications in Digital Marketing, Computer Science or Statistical Processing & Analysis or other field related to the essential duties of the position;
- Track record in setting up and maintaining DataStudio and PowerBi dashboards, other visualisation tools are a plus;
- Tagging and trafficking digital media campaigns;
- Experience in working with Google Search Console and a Tag Manager solution

### **Knowledge and understanding of:**

- Government priorities and imperatives
- Knowledge of relevant legislation and regulatory requirements i.e. PFMA, Treasury Regulations and Frameworks on performance information and strategic plans as well as government priorities and imperatives.
- Understanding of the full spectrum of digital marketing channel measurement across owned, earned and bought media
- Advanced in Microsoft and Google tech stack, inclusive of Azure and Cloud.
- Advanced understand of Digital marketing measurement tools, Google Marketing Platform is a must.

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Detailed CV to be sent to : [hr@southafrica.net](mailto:hr@southafrica.net)  
Closing date : 11 August 2021

**Important note:**

**People with disabilities are encouraged to apply. Due to a large amount of correspondence we envisage receiving, only shortlisted candidates will be contacted. Should you have not heard from us Four weeks after the closing date, kindly consider your application unsuccessful. No late applications will be accepted.**