



# Digital Insight Manager

## Job description

Grade	Grade E (£44,044 to £49,836 plus London Weighting: £3,477)
Type of contract	Permanent
Directorate	Infrastructure
Team	Digital
Reports to	Head of Digital
Responsible for	-
Location	Flexible - likely to be hybrid mix of homeworking and 2 days per week in Stratford office
Hours	35hrs p/w (job-share applicants welcome)

### About MIND

We are a charity that provides advice and support to empower anyone experiencing a mental health problem. We campaign to improve services, raise awareness and promote understanding. **Our Vision** - We won't give up until everyone experiencing a mental health problem gets both support and respect. **Our Mission** - We provide advice and support to empower anyone experiencing a mental health problem. We campaign to improve services, raise awareness and promote understanding. **Our Values** - Mind's values are at the heart of everything we do, we are Open: We reach out to anyone who needs us. Together: We're stronger in partnerships. Responsive: We listen, we act. Independent: We speak out fearlessly and Unstoppable: We never give up.

As an organisation and an employer, we are committed to being actively anti-racist in everything we do. We embrace diversity and understand that being an inclusive organisation, recognising different perspectives and abilities, will enable us to provide excellent services that meet the widest range of needs. **We therefore encourage applications for this post from people from all backgrounds, including those from marginalised communities and those who are physically disabled or neurodivergent. Although the following is a full-time role, we also welcome applicants who would prefer a job share.**



## About the role

As Digital Insight Manager, you will play a crucial role as we establish a more insight led and evidence based approach to our activities.

Our new digital strategy aims to increase the reach and impact of Mind's work through the application of rapidly evolving digital technologies; and to do this being led by user need and designing with user participation. You will report to the Head of Digital, within the Infrastructure directorate and have five key objectives:

- Being the voice of the customer: managing, upgrading and reporting through web analytics tools (e.g. Google, Hotjar) to provide the necessary insight to inform data driven decision making across the organisation and measure benefits realisation of change initiatives
- Management reporting against KPIs (hard and soft) to identify trends, risks and opportunities
- Designing and implementing a programme of continuous optimisation (e.g. using Google Optimiser)
- Keeping abreast of digital trends relevant to Mind's work in mental health services and information delivery as well as supporter engagement, fundraising and retail
- Commissioning and managing specialist agencies to carry out project/proposition discovery, ideation, participatory design and user testing to support user centred agile product development

You will work closely with the Digital Platforms Manager and Digital Transformation Manager within the Digital team. You will also work with digital and data colleagues in other teams, especially colleagues in the Digital Engagement and Data and CRM teams to ensure a strategic, user-focused and integrated approach.

## Key Responsibilities

1. To provide objective and transparent analysis of digital data, using proven methodologies to identify areas for improvement and opportunities for investment in order to achieve Mind's strategic aims
2. To work closely with the Head of Digital to agreeing data sets and requirements for KPI monitoring and benefits realisation measurement
3. To have an advanced understanding of Google Analytics, hotjar, survey methodology and html
4. To design and implement a programme of continuous optimisation, working with internal stakeholders to identify hypotheses to test and sharing learning with non technical audiences. This will require working with Digital Engagement and



other Digital and Data team colleagues to ensure that tests and tracking are configured correctly for reporting and optimisation

5. To understand and champion the use of voice of the customer data and how to get the best from it, making recommendations for future activity based on detailed scrutiny
6. To work with the Data team to develop an advanced understanding of Mind's technical infrastructure, CRM and CMS platforms, and general data management processes
7. To keep the organisation briefed on digital trends that could have an impact on Mind's work such as cryptocurrencies, the metaverse, new mental health apps and mergers, retail subscription models
8. To commission and manage specialist agencies to carry out project/proposition discovery, ideation, participatory design and user testing to support user centred agile product development

## Expectations

We are committed to becoming actively anti-racist in everything we do. This is a critical priority for Mind. We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to provide excellent services. We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equity in physical and mental health for all.

Role expectations:

- Deliver key responsibilities as listed above
- Keep abreast of internal and external developments and respond accordingly.
- To attend and contribute to supervision and appraisal process, meetings, training, and other events as required.
- To adhere to relevant legal and statutory requirements including the Data Protection Act (ensuring an appropriate level of confidentiality at all times), Health and Safety at Work Act (ensuring H&S of own and others at all times) and any other relevant/charity law.

All members of staff at Mind are expected to embody our mission, values and competencies. This includes an expectation that they will:

- Show passion for what Mind does and the changes that we are making for people with mental health problems.



- Work collaboratively across teams, departments, locations and organisations.
- Stand up for what they believe is best and trust in themselves and each other.
- Be open to others and ourselves and show a commitment to learning.
- Be open to change and respond flexibly and quickly to the changing world.
- Demonstrate organisational awareness and see the bigger picture while working towards objectives.
- Communicate effectively, ensuring their messages are understood and that they strive to understand others.
- Value diversity and treat others with respect, showing sensitivity towards differences, promoting and encouraging diversity, and building on people's different skills and talents to enhance the quality of their own and other's work.
- Take responsibility for their decisions.
- Attend and contribute to Mind staff training and any other training identified as appropriate for the post.
- Occasionally travel to meetings in England and Wales and/or work unsociable hours, which may require the need for an overnight stay, evening and weekend work.
- Ensure that all responsibilities and activities within their post are consistent with the terms and spirit of Mind's mission, vision, values, policies and procedures.
- Adhere to relevant legal and statutory requirements including the Data Protection Act, Health and Safety at Work Act and relevant charity law.
- To be prepared to work flexibly (e.g. hot-desking, home-enabled working) according to business need
- Maintain an appropriate level of confidentiality at all times.
- Contribute to making Mind a greener workplace.

## Person specification

### Essential criteria

1. A proven track record of developing a voice of the customer programme, drawing on a range of data sources, including Google Analytics, hotjar (or similar), surveys and other voice of the customer tools and translating data into actionable insights, for both technical and non-technical audiences



2. Ability to create robust multi-variate testing (A/B/C testing) to test performance of different user experience designs and content, using tools such as Google Optimiser
3. Significant experience of user centred design research approaches, such as user testing, card sorting, tree testing
4. Experience of developing tools and frameworks for monitoring performance of various digital experiences from website conversion funnels to the measurable benefits of digital therapeutic tools such as artificial intelligence or virtual reality
5. Advanced understanding of Google Analytics, (including funnel analysis, segmentation, ecommerce tracking), HotJar and Data Studio or Power BI. Ability to manage external suppliers that provide these tools and services
6. Advanced knowledge of SEO best practice
7. A deep understanding of the strengths and limitations of qualitative and quantitative and experience in commissioning research and managing suppliers
8. Ability to influence key stakeholders through interpersonal skills and verbal / written communication
9. Experience of delivering an excellent service to internal stakeholders and maintain positive relationships with colleagues and suppliers
10. Excellent organisational and project management skills, proven ability to project plan and meet key milestones and manage own workload