

Role Profile: Digital Performance Advisor

Role updated: 06/05/2025

Department	Division	Location	Salary Band
Income and Public Engagement	Communications	UK Any	D Mid
Reports to	Matrix Manager	No. of direct reports	Value-based behaviour
Web Optimisation Manager		0	Individual Contributor

Purpose

The Digital Performance Advisor is the driving force behind understanding Christian Aid's online presence, empowering the organisation to make impactful decisions that drive positive change. The role advances Christian Aid's digital strategy and supports colleagues in achieving their ambitious digital, fundraising, campaigns and supporter engagement goals, aligning with organisational values and goals. The role will enhance user experiences and optimise campaigns to maximise reach, engagement and conversion.

- Dive deep into users' online activities, utilising analytics tools to structure, extract, and analyse data. Your insights will drive strategies to enhance their digital journey across all Christian Aid platforms.
- Develop and present compelling hypotheses to support with campaign performance in the digital realm, providing feedback and insight to continuously improve.
- Act as the expert in your field, providing in-depth campaign analyses, performance reports, and actionable insights to collaborate with other teams and fostering cross-functional consensus.
- Utilise digital reporting dashboards like Power BI and Looker Studio to effectively communicate and summarise digital KPI's to support impactful decisions around data.
- Undertake digital analysis, usability, and analytics platforms to gauge and enhance the digital user experience on the Christian Aid website to maximise impact.
- Implement rigorous A/B and multivariate testing strategies to assess digital approaches, ensuring thorough reporting and analysis of testing plans are widely disseminated to support with a culture of learning and improvement.
- Collaborate closely with teams across Christian Aid to support colleagues and share knowledge. Collaborating with teams to build effective measurement plans for their campaigns, appeals, and activities and help them understand their performance.

Key Decisions

- Ability to provide the required analytics and analysis outcomes, choosing reliable methodologies and approaches to maximise impact.
- Ability to prioritise time to provide the required outputs.
- Ability to make recommendations regarding the use of analytics and analysis to inform decision-making about digital activities across teams.
- Undertake CPD with changes in regulations and essential systems (e.g. Google Analytics) and advise and recommend to the Digital Lead and others on the organisational response needed to maintain the required capability.

Problem Solving

- Understanding of digital analytics, digital marketing, communications and fundraising appeals, including, testing, tag management, strong numerical skills and the ability to turn data and analysis into user-friendly, actionable insight.
- Highly developed skills in Google Analytics, Big Query with an understanding of the transition and impacts of GA3 to GA4.

Key Interfaces

- **Internal:** Colleagues across Christian Aid to develop and deliver digital analysis and insight. Strong links with the Insight and Innovation Team.
- **External:** Agencies.

Knowledge, Skills and Experience

Essential:

- Proven expertise in digital analysis and insight, with extensive experience producing data-driven reports and actionable insights across platforms (e.g. Google Analytics 4, email marketing, social, META, etc.) to optimise marketing, fundraising, and conversion strategies.
- Strong statistical analysis skills (e.g. descriptive/comparative stats, A/B testing, data modelling) to identify trends and support performance optimisation.
- Advanced knowledge of digital performance tools and frameworks including GA4 (funnel analysis, segmentation, e-commerce tracking), Tag Manager, Hotjar or Content Square, Power BI, and Looker Studio.
- Skilled in managing and developing tracking requirements, including tag management, and integrating digital data with CRM systems.
- Strategic thinker with curiosity and a learning mindset; able to work independently to address gaps, develop new methods, and identify solutions to improve user experience and conversion.
- Excellent communication and influencing skills with both digital and non-digital stakeholders; able to present complex insights clearly and persuasively.
- Highly organised multitasker, experienced in collaborating with internal teams and suppliers to deliver high-quality stakeholder service.
- Understanding of GDPR principles and commitment to responsible data management.

Desirable:

- Experience with SQL and BigQuery.
- Knowledge of supporter profiling and KPI modelling for fundraising/campaigning.
- Degree or equivalent qualification.
- Ability to deliver informal training/upskilling in digital analysis.

Travel	
In Country: Occasional	Global: Occasional