

Decoding a job description



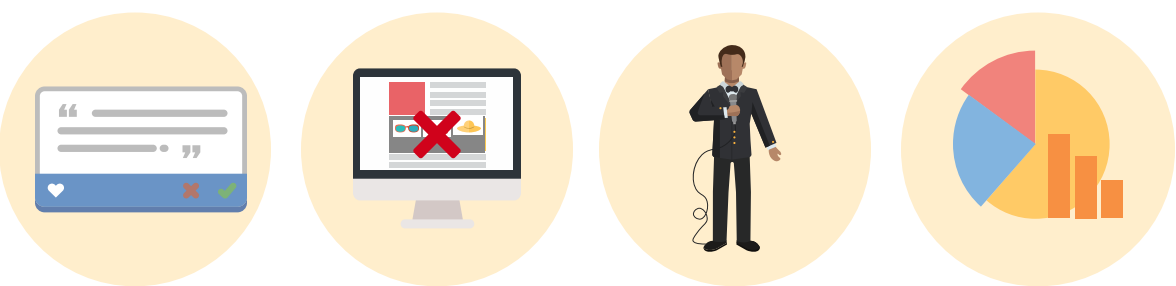
A typical job description

Junior Web Analyst

We are a large online fashion retailer, and we are now seeking a Junior Web Analyst to join our team. This is a great opportunity for someone that is a real numbers person, and wants to have a career in data. Training on key tools and methods will be provided.

Key responsibilities

- 1. Analyse website performance and consumer behaviour** using industry tools such as Google Analytics. Identify areas of under-performance and make recommendations for management
- 2. Produce weekly/monthly reports** on digital Key Performance Indicators, including traffic volumes, conversions and revenue
- 3. Create and maintain dashboards** to improve data presentation
- 4. Present data** to various stakeholders



Key Skills

- 5. Strong numerical skills**
- 6. Enjoy identifying and solving problems**, whilst taking a methodical approach
- 7. Confident in communicating** and presenting your thoughts/ideas to people of all ages
- 8. Pay attention to detail** and ensure what you produce and it is of the highest quality possible
- 9. Confident with Excel, Powerpoint & Word**
- 10. Experience of Google Analytics (desirable)**



Think about...

It's a 'junior' position, so likely to be entry-level!

What does this mean?

- 1. Analysing website performance:**
You will use Excel, Google Analytics or other company tools to get data on things like: the speed in which web pages are downloaded, how users navigate through the website, how long they stay, and how users search for the things they need.
! **Prove that you can understand and handle data. If you're not familiar with Google Analytics, get a head start by doing some online training before going to an interview.**
- 2. Producing reports:**
A report is a written account of your observations that can inform other's decisions - sometimes it can include recommendations as well. It can be created as a word or PowerPoint document, Excel file or using other software.
! **Good to mention experience of creating reports or other assessments, and also of making recommendations based on facts or data.**
- 3. Creating and maintaining dashboards:**
A dashboard provides an overview of key data points. It often shows data in visual form instead of simple numbers, for example in a pie chart or a graph. You can create simple dashboards in MS Excel for example.
! **Mention your proficiency with Excel, and talk about examples of when you've had to select or visualise results (e.g. in school, a previous job, for sports teams etc.)**
- 4. Presenting data:**
Coherently present and demonstrate your findings in written or spoken word. Maybe you will also have to tailor the content to different audiences, and be prepared to give an opinion/ conclusion.
! **Talk about your experience of presenting in front of groups, and talk about your interest for using data to tell insightful stories.**

What's a good example?

- 5. Numerical skills**
Think of examples of when you've had to solve maths problems, for example involving money, planning or budgeting. Where possible, include figures in your example.
- 6. Problem Solving Skills**
Think about a problem you have faced at school, a previous job or in another situation. Explain the process of how you solved it, and the outcomes.
- 7. Communication and presentation skills**
There are two types of communication: Spoken and written. Have you ever held a big presentation, given a speech, acted in theatre or been in a debate club? Have you ever written articles or reports?
- 8. Attention to detail:**
Spell check your application and have somebody proofread it. Also check alignment of paragraphs and other formatting. You can claim that you have attention to detail, but that's all for nothing if your application proves you wrong.
- 9. & 10. Knowledge of certain tools:**
Don't get discouraged if the job description includes tools that you're not familiar with as "desirable" or "advantageous". You might be able to learn them on the job. Read up on them before your interview and emphasise that you're keen to learn.