

Web Analytics Lead (Volunteer)

Where: Remote (Anywhere worldwide)

Start date: ASAP

Role Type: Full-time, Part-time

“We are the resistance” is an organization dedicated to promoting climate justice education and cultivating environmental responsibility through storytelling. Our audiovisual content shares global resistance stories, highlighting climate change's varied impacts on marginalized groups, including women, girls, and LGBTQIA+ individuals. We amplify unheard voices, especially from those pioneering local climate strategies to protect their land, livelihoods, and culture. Our platform centers these experiences, enriching our climate action approach for inclusive mitigation.

Job Overview: As a Volunteer Web Analytics Lead, you will play a crucial role in enhancing our organization's online presence and user experience by analyzing web data and providing actionable insights. You will collaborate with cross-functional teams to optimize our website performance, content strategy, and user journey. This role is perfect for individuals passionate about web analytics, data-driven decision-making, and contributing their skills to a meaningful cause.

Whilst this role is voluntary, this role has the potential to become a paid position depending on funding.

Responsibilities:

1. Web Data Analysis:

- Utilize web analytics tools (e.g., Google Analytics, Adobe Analytics) to gather, analyze, and interpret data related to website traffic, user behavior, and engagement.
- Identify key performance indicators (KPIs) and create regular reports to monitor website performance, conversion rates, and user interaction patterns.
- Identify trends, patterns, and opportunities for improvement based on data analysis.

2. Insights and Recommendations:

- Translate data insights into actionable recommendations for website improvements, content optimization, and user experience enhancements.
- Collaborate with content creators, designers, and developers to implement data-backed changes that align with organizational goals.

3. A/B Testing and Experimentation:

- Plan, execute, and analyze A/B tests and experiments to evaluate the impact of different strategies on user engagement, conversion rates, and other relevant metrics.
 - Use statistical methods to assess test results and provide data-driven recommendations for further iterations.
- 4. User Behavior Understanding:**
- Develop a deep understanding of user behavior by analyzing navigation paths, click-through rates, bounce rates, and other relevant metrics.
 - Identify drop-off points in user journeys and propose solutions to enhance user retention and conversion.
- 5. Competitor Analysis:**
- Monitor and analyze competitors' websites and digital strategies to identify industry trends and potential areas for differentiation.
 - Benchmark our website's performance against industry standards and best practices.
- 6. Training and Collaboration:**
- Educate team members about the importance of web analytics and data-driven decision-making.
 - Collaborate with marketing, design, and development teams to ensure alignment with overall organizational objectives.
- 7. Reporting and Communication:**
- Prepare and present regular reports on web analytics findings and recommendations to relevant stakeholders.
 - Clearly communicate complex data insights in a comprehensible manner to both technical and non-technical audiences.

Qualifications:

- High level of English with preferably a second language (ideally, Spanish, Swahili, Arabic, French or Mandarin)
- Solid experience with web analytics tools, such as Google Analytics, Adobe Analytics, or similar platforms.
- Strong analytical skills with the ability to derive meaningful insights from complex data sets.
- Familiarity with A/B testing methodologies and statistical analysis.
- Proficiency in data visualization and reporting tools.
- Excellent communication skills to convey insights and recommendations clearly.
- Ability to work collaboratively in cross-functional teams.
- Passion for web technologies, digital marketing, and user-centered design.
- Previous experience in web analytics or digital marketing roles is a plus but not mandatory.
- Commitment to the organization's mission and values.

This is a volunteer position. While monetary compensation is not provided, you will gain valuable experience, contribute to a meaningful cause, and have the opportunity to enhance your skills in web analytics and data-driven decision-making.

If interested, please submit your resume along with a cover letter detailing your relevant experience and motivation for applying for the Volunteer Web Analytics Lead position.

The hiring Manager for this role is Kimberley Obongonyinge. to apply for this opportunity, please send your CV and a cover letter to wearether3sistance@gmail.com