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Position Description

Position Title: Web Analytics Consultant

Aims

Panalysis is a specialist web analytics consulting and marketing company servicing a large number of government and corporate clients. Panalysis also provides search engine marketing and optimisation services.

We are seeking to employ a suitably qualified person to provide consulting services as well as pre and post sales support to our customer base across a broad range of web analytics applications. Ideally you will be a seasoned professional with substantial experience in Google Analytics, Omniture, WebTrends or similar products. We will also consider offering a substantially similar role as a trainee to the right applicant.

If you are looking to expand your current skills in web analytics across a broad client base we would like to hear from you.

Panalysis is one of Australia's leading web analytics and marketing optimisation consulting companies. Panalysis was Australia's first Authorised Google Analytics Consultant (www.google.com/analytics/) and holds numerous partnerships with the major web analytics vendors.

The Role

You will work with a wide range of clients helping them to correctly implement and use tools such as Google Analytics, WebTrends, Omniture, Coremetrics and others.

Using your deep analysis skills you will also help our customers turn this data into actionable insights to optimise their marketing and grow their businesses.

This is a front line role helping our customers to:

- Install, configure & use web analytics services such as Google Analytics, Omniture, WebTrends, Urchin, Unica Net Insight and others.
- Track and improve the results of their marketing campaigns.
- Work with web developers to develop customized JavaScript code to ensure that our customers can capture the data that they need.
- Prepare reports and analyse their website performance.
- Set up and manage landing page tests using Google Website Optimizer and similar applications.
- Boost the results from their AdWords campaigns.

There is plenty of room to grow and to hone your skills in this broad consulting and support role.

Essential Criteria

The successful applicant must:

1. Be a clear communicator with excellent written and verbal communication skills.
2. Have experience in at least 1 web analytics tool such as Google Analytics, Omniture, WebTrends or similar.
3. Have experience in a consulting, technical support or similar support role.
4. Have demonstrated skills in adapting and creating JavaScript code.

5. Be an excellent analyst with deep research skills.
6. Have excellent customer liaison skills
7. Have excellent troubleshooting skills
8. Have demonstrated high level skills in Microsoft office products. Specifically Microsoft Word and Excel.
9. Be able to meet and exceed agreed performance targets
10. Have either:
 - a. A suitable post graduate degree in a related field such as information technology, e-commerce or general business and at least 1 year of relevant experience in a related position, or
 - b. A suitable undergraduate degree in a related field plus at least 2 years of relevant experience in a related position

Desirable Criteria

1. Formal certification with Omniture, Google Analytics, WebTrends or a similar product.
2. AdWords certified individual status.
3. Detailed knowledge of web servers including installation and configuration
4. Commercial website development experience
5. Experience in any of C#, PHP, Cold Fusion, Java and/or PERL programming languages

Remuneration

\$50 - \$85K plus superannuation negotiable depending on experience

Enquiries

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To Apply

Please forward your resume with at least two professional referees to

Note to all employment & recruitment agencies. This is not a solicitation for you to contact us. Please do not forward any resumes to Panalysis via any means whatsoever. We will contact you if we are interested in your services.

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