



T: 1300 368 553 E: [admin@panalysis.com.au](mailto:admin@panalysis.com.au) W: [www.panalysis.com](http://www.panalysis.com)

## Position Description

**Position Title:** Web Analytics Consultant

### Aims

Panalysis is a leader in web analytics and internet marketing in Australia providing consulting services as well as sale and support for web analytics software. Our product range includes Google Analytics, Urchin and ClickTracks. 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. This position is available to either an experienced professional or offered as a trainee position to a suitably qualified applicant.

Panalysis is a member of the Google Enterprise Partners program ([www.google.com/gep/](http://www.google.com/gep/)), Google Analytics consultants ([http://www.google.com/analytics/support\\_partner\\_provided.html](http://www.google.com/analytics/support_partner_provided.html)) and the distributor of ClickTracks ([www.clicktracks.com](http://www.clicktracks.com)) in Australia.

### Your Role

As Panalysis is a small company the position will perform a wide variety of duties. These will include (but not be limited to):

- Provide expert advice on web analytics and internet marketing
- Developing and managing search engine marketing campaigns (in particular Google Adwords and Yahoo search marketing) for our customer base and for Panalysis
- Analyse and prepare reports on client websites using tools such as Google Analytics, ClickTracks and HitBox,
- Implement web analytics solutions and train customers in their usage,
- Installing and configuring web analytics applications
- Provide pre and post sales technical support for a range of web analytics applications (training will be provided),
- Deliver training to our customers and run pre sales seminars,
- Maintain and improve documentation of business processes both for Panalysis and our customers
- Optimising websites to achieve search engine rankings in Google and other search engines
- Updating websites (both Panalysis' and our customers)
- Assist in the business development of Panalysis' product and service range
- Perform general duties to ensure the smooth running of the office
- Other duties as instructed

This position will be subject to initial 6 month probation period and quarterly performance reviews.

### Essential Criteria

The successful applicant will have:

1. Outstanding written and verbal communication skills
2. Demonstrated previous experience in a consulting, internet marketing, web development or similar role
3. Excellent research and analytical skills
4. Excellent customer liaison skills
5. Excellent troubleshooting skills
6. Substantial professional experience with the use of the Internet & search engines

7. Previous professional experience in the use and application of website analytics applications such as WebTrends, HitBox, Omniture, ClickTracks, Urchin, Google Analytics or similar products
8. Demonstrated high level computer skills in the Windows operating system. Unix experience will also be an advantage
9. Demonstrated high level skills in Microsoft office products. Specifically Microsoft Word and Excel. You must be able to drive Excel to its fullest capacity
10. Demonstrated advanced skills in HTML and JavaScript
11. Demonstrated ability to meet and exceed agreed performance targets
12. Either:
  - a. A suitable post graduate degree in a related field such as information technology, e-commerce or general business and at least 6 months 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. Detailed knowledge of web servers including installation and configuration
2. Experience in website development in a commercial environment
3. Experience in the PHP and/or PERL programming languages

**Remuneration**

An attractive remuneration package will be available based on skills and experience

**Enquiries**

Rod Jacka 1300 368 553 [rod@panalysis.com.au](mailto:rod@panalysis.com.au)

**To Apply**

Please forward your resume with at least two professional referees to

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