

Position description



Position	Digital Analyst, Be You
Reports to	Digital Product Lead, Be You
Work level	3
Group	Services
Team	Be You
Location	Onsite at the Hub in Melbourne CBD or Hybrid
Direct reports	N/A

01. Purpose of the position and link to Strategy 2023+ *Earlier, Easier, Together*

The Digital Analyst, Be You role supports the delivery of the Be You digital roadmaps through the implementation and maintenance website analytics to measure on user behaviour and performance of the Be You digital products providing insight back to the teams.

02. Key Accountabilities of Position

- Support the development and implementation of the Be You Digital strategy and activity plan in alignment with the Beyond Blue Digital Strategy.
- Support the Digital Product Manager to develop and deliver the Be You digital roadmaps.
- Simplify information for teams by translating technical documentation into plain language.
- Monitor the performance of digital products and platforms, leveraging analytics tools and user feedback to identify areas for optimisation and enhancement.
- Demonstrate a culture of continuous improvement by using insights, data, research and analysis to optimise existing data solutions.
- Work across Be You and Beyond Blue to gather, validate and document requirements, develop and then implement web analytics solutions.
- Analyse proposed solutions to identify potential issues, risks, benefits, and conduct change impact assessments.
- Work collaboratively with all team members and other teams within Beyond Blue to achieve overall objectives.
- Be responsive to additional duties that may arise, as requested by the Digital Product Lead, Be You

03. Key outcomes, or desired impact of role, linked to Strategy

Area of impact

- Delivery of projects that clearly supports the delivery of Be You's Strategy in line with Beyond Blue's 2023+ Strategy.
- Supported delivery of the digital product roadmaps
- Contribute to an efficient and effective Experience Team that delivers on agreed activity and provides appropriate advice and support across Be You and Beyond Blue.

KPI's/Goals are set in the performance review cycles – January to June / July to December as part of our [Thrive Framework](#).

04. Core Capabilities

Of the eight capabilities listed in our [capability framework](#), the following behaviours are critical for role success.

- Community Centricity – actively listens to, understands and response to community and stakeholder experience and needs
- Innovating mindset – generates new ideas and embraces progress to create more value for Beyond Blue communities
- Digital discovery – uses available technology, data insights and digital resources to maximise efficiencies and effectiveness
- Partnering – collaborates and works in partnership to improve our sustainability and impact
- Agility – embraces agile work methods and is flexible in an uncertain and turbulent environment
- Critical thinking – uses logic and reasoning to identify the strengths and weaknesses of alternative solutions or approaches to problems

05. Specific Job Competencies

Education/qualifications

- Tertiary qualification in business, project management or related field of study, or equivalent experience.
- Certification in Google analytics

Experience

- At least 2 years' experience in digital analytics
- Experience designing and implementing Sitecore analytics projects.
- Experience in designing and implementing GA4 analytics.
- Competent in business case development, including supporting cost/benefit models.
- Fundamental analytical and conceptual thinking skills
- Ability to influence stakeholders and work closely with them to determine acceptable solutions.
- Exceptional analytical and conceptual thinking skills
- Excellent planning, organisational and time management skills

06. Values leadership and our culture at Beyond Blue

Beyond Blue Values We all play a part and take responsibility for our impact on Beyond Blue's culture, in line with our [Values](#).

Cultural competency Beyond Blue strives to be a culturally safe and inclusive workplace. All employees are expected to undergo regular cultural competency training as part of their professional development plans.