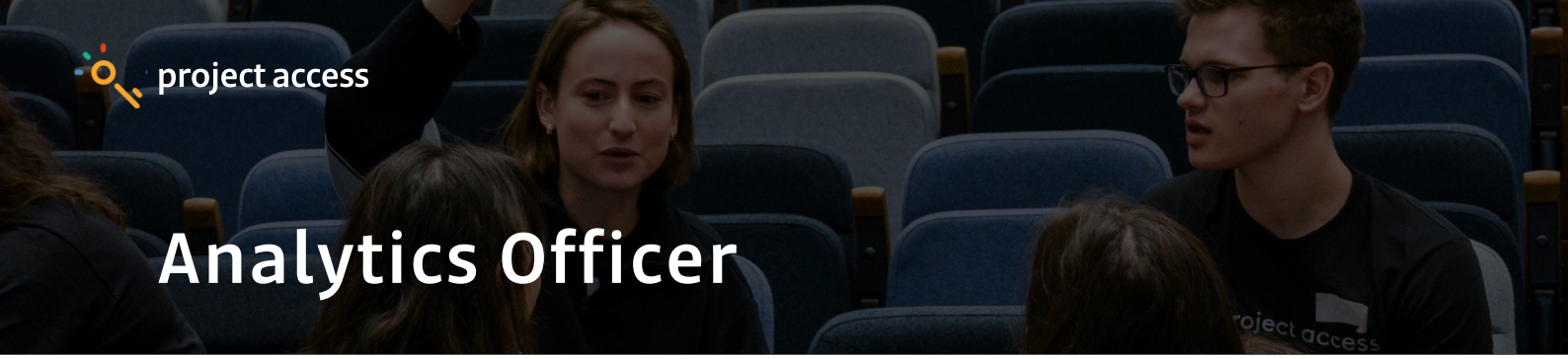


Analytics Officer

Do you want to join a fast-paced, student-led, social impact charity? Are you looking for meaningful, international experience and a community of like-minded, ambitious people?

We are looking for a data-driven, analytical, and tech-curious individual to track our digital performance and optimise key growth tools. As an Analytics Officer, you will play a key role in evaluating channel performance, researching digital trends, and driving our search and paid growth strategy. You'll be part of the Marketing and PR team and work closely with Ruby, our Global Director of Marketing.

Responsibilities include:

- Tracking, compiling, and analysing social media stats across all active platforms to refine content strategy.
- Assisting with the management of Google Ads and search campaign (PPC) optimisations.
- Applying Search Engine Optimisation (SEO) and Conversion Rate Optimisation (CRO) principles to improve our digital reach and user journey.
- Monitoring social trends and translating performance data into actionable suggestions for the wider team.
- Collaborating with the marketing team to provide performance reporting for major event campaigns and partner promotions.

The ideal applicant is...

- Passionate about data analysis, digital marketing metrics, and conversion optimisation (CRO).
- Comfortable working with numbers, spreadsheets, and native analytics dashboards.
- Curious about digital growth strategies (SEO, PPC, Google Ads) and eager to experiment with new tools.
- Proactive, detail-oriented, and dependable when managing tracking timelines and data reporting.
- Open-minded, eager to learn, and has a strong willingness to take on feedback to refine their work.

You will get...

- Invaluable, resume-building experience in digital growth, CRO, and analytics for future marketing roles.
- A direct impact on how we reach and inspire underrepresented students around the world.
- Access to a global community of driven, talented, and supportive students.

The position is an unpaid, volunteer role that will require 3-5 hours of work per week, with flexibility during busy times of year (e.g. during exams).

If you have any questions, please do not hesitate to get in touch with Ruby at ruby.sutton@projectaccess.org.