

**PERMANENT OPPORTUNITY  
DIGITAL ANALYTICS MANAGER**

**Ref No: E336**

A permanent opportunity has arisen for a Digital Analytics Manager based within the Marketing Services team at Vicar Lane.

The purpose of the role is to manage the Digital Analytics team to drive FGH's digital analytics capability. Working with senior stakeholders in Marketing and IT departments to optimise the use of digital marketing channels and onsite conversion.

**Skills required are:-**

- Experience of leading a digital analytics team
- Educated to degree level or equivalent business-related qualifications
- Experience in Web Analytics (Google Analytics, Adobe or Similar) preferred
- Excellent presentation and writing skills
- Must be comfortable interacting with Director level personnel
- Attention to detail
- Must be able to think creatively about issues and find a resolution
- Enthusiastic about what you do and work as part of a team to excel
- Experience of A/B or multivariate testing

**If this is you, then why not apply for this role to [applications@fg-h-uk.com](mailto:applications@fg-h-uk.com) with a copy of your CV and covering letter stating by you think you are suitable for this role quoting reference number E336.**

**This role may be subject to credit and DBS checks  
FGH is committed to the fair treatment of customers at all times**

