

CMC402 - Analytics Implementation Analyst – Web & App

Department: Group Marketing – based in London HQ
Reporting to: Head of Growth

Since launching in 1989, CMC Markets has become one of the world's leading online CFD and financial spread betting providers, with nearly 66.8 million trades executed annually across Europe, Asia Pacific and North America.

CMC Markets' success is founded on its ability to deliver a wide range of trading products to customers, from single equities to indices, currencies and commodities. This means our clients don't need to go to a forex broker, futures broker or a commodities broker to trade these different instruments, they can trade them all through one trading platform. CMC Markets has pioneered the development of online trading in markets around the world to become a world leading spread betting and CFD provider.

ROLE AND RESPONSIBILITIES

Role summary:

We are looking for a passionate and experienced Implementation Analyst to drive the web analytics strategy and make sure the website is capturing the right metrics to analyse customer behaviour and optimise the site.

You will have the opportunity work with multiple teams including Marketing, Digital. Data science, Product and IT Development to ensure their requirements are captured, and fit for purpose tracking processes are in place across our global network.

Responsibilities:

- Work with business, product, and analytics to collect, refine, and prioritise data capture/tagging requirements and create technical specifications where necessary for the engineering team to implement;
- Responsible for the web and app analytics design and maintain control over the tag management system. Oversee all third-party tagging requests;
- Exercise data governance to ensure the consistency of data over time and compliance with data privacy regulation e.g. GDPR;
- Develop innovative strategies for tracking and tagging online and offline interactions, and partner with the engineering team to define and oversee quality assurance testing activities to ensure accurate and efficient data collection;
- Create self-service reports/dashboards as needed;
- Monitor data quality and file bugs or escalate fixes when appropriate;
- Create and maintain documentation of the analytics implementation;
- Maintain personal/professional development to meet the changing demands of the role, including all relevant regulatory and legislative training;
- When dealing with all customers, clients or colleagues ensure that we provide a clear, fair and consistent high quality service that presents a professional and positive image of CMC Markets;
- Take all reasonable steps to ensure appropriate confidentiality;
- Undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this role.

KEY SKILLS AND EXPERIENCE

- Experience in web analytics implementation, ideally in a industries such as finance/gambling/gaming;
- Experience with web and app analytics software's. Advantageous if you have worked with the following tools: Google analytics, Amplitude, Adjust, Mparticle, Optimizely, Adwords, Campaign Manager, Hotjar;
- Web and app analytics framework implementation experience essential;
- Well versed with using Content Management Systems;
- Aware of GDPR in the context of web and app analytics;
- Basic HTML and CSS knowledge;
- Knowledge of Regex;
- Strong grasp of JavaScript fundamentals, particularly asynchronous JavaScript;
- Experience using Google Data Studio;
- Experience using tag management systems such as Google Tag Manager;
- Experience with A/B testing (Google Optimize/ Optimizely);
- Excellent knowledge of Excel;
- Analytical, commercially minded and has a passion for manipulating data.

CMC Markets is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of gender, sexual orientation, marital or civil partner status, gender reassignment, race, colour, nationality, ethnic or national origin, religion or belief, disability or age.

KEY OBJECTIVES/KPIS

- As per performance review.

COMPETENCIES

- Attention to detail
- Initiative
- Team work
- Communication
- Problem solving
- Flexibility

Job holder name: _____

Date: _____

Signature: _____