



position description

Job Title:	Digital Analytics and Tagging Specialist
Position ID:	New
Location:	Jagera and Turrbal Milton Hybrid
Division/Programme:	Growth – Marketing and Fundraising
Immediate Manager:	Chief Growth officer
Direct Reports:	Nil

about us

yourtown is a trusted provider of services for young people, with a focus on mental health and wellbeing, long-term unemployment, prevention of youth suicide, child protection, as well as support for those experiencing domestic and family violence.

We exist to help young people realise they can tackle whatever life throws at them. To believe in their unique strengths, tenacity and self-determination, to identify and create the path they want for themselves.

Our goals are achieved through genuine collaboration with community, we depend on the support of donors, sponsors, governments and Art Union supporters to fund our vital services, to give children and young people the confidence to rise up and keep moving forward to achieve their potential.

yourtown has a zero-tolerance approach to abuse and we believe that Safeguarding is a shared responsibility of all, for all.

purpose of the position

The Digital Analytics and Tagging Expert is a specialist role responsible for ensuring yourtown's digital platforms and campaigns are accurately tracked, measured, and optimised to support growth and social impact. The role designs and governs the organisation's digital analytics and tagging framework, enabling high-quality, end-to-end measurement that drives evidence-based decision making across marketing, fundraising, product, and client experience. With a forward-thinking, AI-first mindset, this role delivers actionable insights that improve engagement, conversion, and discoverability—ultimately increasing revenue and optimising supporter experiences to help yourtown deliver life-changing services for children, young people, and families.

responsibilities

May include, but are not limited to:

- Tagging Implementation, Testing & Governance:
 - Design, implement, and maintain a robust tag management framework across all **yourtown** digital properties (websites, landing pages, microsites, and mobile applications).
 - Ensure all user interactions and marketing campaigns are tagged accurately using a tag management system (e.g. enterprise Tag Management Platform) for comprehensive, consistent data capture and reduced reliance on ad-hoc development work.



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- Establish and enforce tagging governance standards – including data layer design, naming conventions, and version control – to support reliable, scalable analytics.
- Digital Analytics Strategy & Execution
 - Own the end-to-end configuration and use of **yourtown's** digital analytics platforms (e.g. Google Analytics 4 (GA4) or similar tools).
 - Ensure that baseline digital analytics tracking is implemented across web and app journeys and key conversion points.
 - Continuously monitor digital traffic, campaign performance, and user behaviour data, configuring events and goals in analytics systems to provide clear visibility of the entire supporter lifecycle from acquisition through retention.
- Measurement Frameworks & Reporting
 - Develop and refine measurement frameworks and dashboards that deliver consistent reporting on key metrics – including acquisition, engagement, conversion, retention, and lifetime value – at both campaign and journey levels.
 - Establish journey-level measurement (moving beyond siloed, campaign-by-campaign metrics) to enable holistic insight into supporter journeys and attribution of outcomes across channels.
 - Provide regular performance reports and evidence-based recommendations to stakeholders, translating complex data into clear narratives and visualisations that guide strategic decision-making.
 - Provide proactive insights to enable fast decision making. [\[\]](#)
- Data Quality & Governance
 - Champion data integrity and accuracy in all digital analytics.
 - Implement rigorous quality assurance (QA) processes for testing tag deployments and validating data outputs. Identify and resolve "data gaps" or inconsistencies – for example, ensuring a single source of truth for key metrics and eliminating discrepancies between systems (e.g. aligning web analytics data with CRM and data warehouse reports).
 - Work closely and collaboratively with **yourtown's** Information & Digital Technology (ID&T) and Business Insights teams to centralise ownership of digital *data instrumentation and reporting*, improving trust in analytics through clean, reliable data
- Consent & Privacy Management:
 - Advise on user consent frameworks and privacy-compliant data collection practices across all digital channels.
 - Ensure that tracking tags and data collection methods comply with relevant privacy laws and **yourtown's** data protection policies.
 - Proactively monitor and adapt analytics and tagging processes in line with evolving privacy regulations (e.g. Australian Privacy Principles, GDPR) to mitigate risks related to data privacy and deliverability.
 - Educate internal stakeholders on the importance of user consent and data ethics in digital analytics.
- Experimentation & Optimisation:

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- Participate in the development of **yourtown's** digital experimentation and conversion rate optimisation (CRO) ways of working.
- Advising in A/B tests and multivariate experiments on websites and other digital channels to systematically improve user experience, conversion funnels, and campaign performance.
- Utilise analytics insights to identify improvement opportunities, formulate hypotheses, and iterate on content, design, and user flows to increase engagement and maximise conversion outcomes (e.g. ticket purchases, donations, sign-ups).
- Cross-Functional Collaboration & Enablement:
 - Serve as the organisation's internal expert and consultant on digital analytics, working closely with cross-functional teams to foster a data-informed culture.
 - Partner with Marketing and Fundraising teams (including content, social media, design, and growth marketing) to define key performance indicators (KPIs) for campaigns and to ensure proper tracking of all digital marketing initiatives.
 - Collaborate with Product and Customer Experience teams to implement new digital features or user journeys with appropriate analytics, supporting real-time customer experience improvements.
 - Act as a bridge between business teams and technical teams (e.g. ID&T developers, data/BI analysts, external media partners), translating analytics requirements and overseeing their implementation to meet **yourtown's** growth and service delivery objectives.
- Continuous Improvement & Automation:
 - Analyse digital performance data to generate actionable insights and proactively communicate findings to stakeholders.
 - Highlight trends, patterns, and opportunities for optimisation in areas such as online donor behaviour, campaign ROI, content engagement, and user journey drop-off points.
 - Stay abreast of the latest industry trends, tools, and best practices in digital analytics, tagging, and marketing technology, and advise on how emerging capabilities (e.g. changes in analytics platforms, cookie/privacy changes, or new tracking techniques) can be leveraged to drive innovation and performance at **yourtown**.
 - Where possible, identify tasks and functions for automation.
- Demonstrate an understanding of and meet the requirements of the position and all performance expectations including:
 - Maintaining currency of knowledge with regards to relevant legislation, professional practice and emerging trends to ensure advice is current and effective.
 - Participating in other duties and cross-functional teams as may be required, in order to achieve efficient and effective **yourtown** services.

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- o Participating in and meeting the expectations as agreed pursuant to the Organisational Performance Framework.
- o From time to time assist in other locations and travel intrastate, or interstate, as required.

at yourtown our team members:

- Adopt a culture of individual and organisational accountability, shared mission, mutuality of respect and responsibility, growth mindset and continuous improvement.
- Invest in their own ongoing professional development and leadership capability through active learning, seeking and giving feedback, and participating in **yourtown** leadership impact opportunities.
- Solve team and organisational problems using a super team approach leveraging cross functional capabilities and skills with diverse thinking to create a future ready workforce.
- Engage respectfully and meaningfully with Aboriginal and Torres Strait Islander communities, stakeholders, clients, and colleagues. Actively support initiatives identified in **yourtown's** Stretch Reconciliation Action Plan.

selection criteria

Essential knowledge, skills, abilities:

- Degree in a relevant field with 5+ years' experience in digital analytics or marketing data analysis
- Proven expertise implementing and managing analytics and tag management platforms (GA4, Google Tag Manager, Tealium), including complex user journeys, custom events, goals and multi-channel tracking.
- Strong analytical capability to interpret complex datasets and translate insights into clear, actionable recommendations using analytics and BI tools (Google Analytics, Power BI or similar).
- Strong understanding of marketing measurement and attribution, with experience developing KPIs, performance dashboards, analysing multi-channel funnels, and applying A/B testing and conversion optimisation techniques.
- High attention to detail with the ability to identify data anomalies, troubleshoot tracking issues, and maintain accurate, compliant datasets in line with data privacy and governance requirements.
- Working knowledge of HTML/CSS, JavaScript tags, cookies, and related web technologies used in analytics implementations.
- Strong communication skills, able to explain complex data concepts clearly to non-technical stakeholders and collaborate effectively in cross-functional teams.
- Proven problem-solving and critical-thinking skills, with the ability to identify improvement opportunities and drive solutions from concept to implementation

Desirable knowledge, skills, abilities:

- Experience implementing consent management solutions or ensuring marketing technologies align with user privacy preferences is highly regarded.
- Experience in not-for-profit, fundraising or e-commerce environments desirable.

Commented [EW2]: Have simplified the selection criteria from original which is deleted below in line with our PD template, have also included the desirable criteria in the appropriate section

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requirements

The Digital Analytics and Tagging Specialist must always:

- Comply with the relevant state or territory requirements for working with children.
- Maintain satisfactory National Criminal History Check.
- Comply with **yourtown's** immunisation procedure.
- Demonstrate conduct compliant with **yourtown's** Code of Conduct.
- Maintain confidentiality and discretion in all matters.
- Align to the mutuality of safety and wellbeing for self and others in all **yourtown** workplaces and work related activities.
- Uphold the **yourtown** safeguarding commitment in every aspect of their role.

Review and Version Control				
Version	Authorised by	Approval Date	Effective Date	Comment
V1.0	Jodie McAloney	22/05/2026	22/05/2026	New capability to org structure

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