

Web Analytics Manager - Ref: #WAM261118

Location: Central London

We believe in the power of open scholarly communication to radically improve the research process. We are passionate about working with the global research community to promote the transition towards Open Science on a large scale. With the help of our academic editors we focus on serving our authors while preserving robust publishing standards and editorial integrity.

Work should be fulfilling and enjoyable, Hindawi achieves this by encouraging and empowering each member of the team to express their ideas and by involving everyone in company strategy.

Hindawi hires talented people who are motivated by challenging work that they're passionate about. Our team is strengthened by our diversity of backgrounds, beliefs and experiences and it is this team that gives Hindawi its competitive advantage.

Summary of the role

Reporting to the Director of Marketing, the Web Analytics Manager has the overall responsibility for design, development and implementation of web analytics (using Google Analytics, Google Tag Manager, Google Optimize and Google Search Console) across our 260+ journal sites, all related informational and corporate sites, our current Manuscript Tracking System (MTS) sites and our newly developed MTS sites. The role holder will work closely with the Director of Marketing, Senior Data Analyst and Researcher Marketing team to ensure there is robust, consistent and actionable tagging, tracking and resultant analytics available across all relevant sites. This role will require the holder to develop a strategy for being able to track user and customer behaviour (including the whole author journey from research to publication) across these varied sites.

Responsibilities

Updating/building web analytics infrastructure

- Conduct extensive audit of current website performance, tagging and analytics set up, existing tracking capabilities and all other relevant aspects of web analytics
- Work closely with Director of Marketing and other key stakeholders from Publishing, Marketing and Digital teams to develop understanding of key customer journeys and product elements (including all required 'Events', 'Goals', etc.)