

DIGITAL ANALYST



Why Riverford?

Each week, Riverford delivers outstanding organic food to around 65,000 homes across the UK. This takes loads of brilliant people, from veg growers and box packers to IT experts, and more besides.

We're a friendly, forward-thinking bunch, and our core values run through everything we do. Riverford is 100% employee owned, so working here makes you a 'co-owner' – and it's not just a name! Everyone can play a part in shaping our business. Success means much more than just profits; we want this to be a place people enjoy coming to work, and a business our co-owners feel proud of.

Riverford is proud to be a B Corp; the certification for ethical businesses which work to benefit people and planet. In 2022, we were named one of the Best for the World™ B Corps! This means that our positive impact on staff scored in the top 5% of all B Corps of our size worldwide.



We're owned by
our employees



Best for the World™
B Corps of 2022



Using business as
a force for good



We're committed to paying
the Real Living Wage

What you'll be doing

Reporting to the Ecommerce Director, you will be joining a thriving online channel with ambitious plans for growth and transformation, and a specific focus on becoming customer focused and performance led. In this new role you will set us up for success in understanding our site and app performance, taking ownership of our digital reporting and customer journey analytics capability. With your experience of digital analytics, you will provide clear, commercial and actionable insights and play a key role in the optimisation and transformation agenda.

This is a permanent position. The role is 40 hours per week. Based on Wash Farm, Buckfastleigh, Devon, TQ11 0JU.

Your responsibilities

Digital Product

- Accountable for tracking site and app conversion rate, identifying all KPIs and funnel metrics that comprise and contribute to conversion

- Define, build and manage a full suite of real-time, on demand site and app reports to track conversion funnels, customer journeys, page interactions and value
- Play a key role in the Digital Product team providing insights to support roadmap definition, prioritisation, continuous improvement and optimisation
- Track performance of digital product continuous improvement and value delivered
- Deliver deep dive analysis as required across key site and app journeys and features, presenting results in a visually impactful way, telling the story and making recommendations
- As a subscription business, report with a specific focus on both existing customer behaviour and new customer journeys, making recommendations for optimisation and understanding the drivers of sign-up, repeat order rates and value
- Track performance of strategic deliverables, identifying primary and secondary metrics, success benchmarks and value delivered
- Provide analysis for A/B testing, identifying primary and secondary metrics and presenting deep dive results including impacts across wider journeys and providing recommendations for conclusions or further testing
- Play a key role in developing experience hypotheses and blending behaviour signals and other insights to understand why customers are interacting as they are
- Report on content interactions and journeys (recipes and food), tracking performance and making recommendations for optimisation
- Track all metrics and journeys by traffic source, building a full understanding of customer mindset, motivations and journeys depending on their off-site journey
- Play a key role in the personalisation agenda, actively supporting hypotheses and data capabilities
- Blend your knowledge of trading and merchandising activity to understand the impact on customer interactions.

Digital Trading & Merchandising

- Provide daily and weekly commentary on site and app performance based on variances in traffic volume/mix, product sales and customer journey
- Support the Digital Trading & Merchandising team, reporting on product placement, promotions and campaigns, making recommendations for optimisation
- Report on product discovery metrics across navigation, search and recommendations, making recommendations for optimisation
- Support the business with business planning, setting targets and forecasting as required.

Systems & Capability

- Accountable for Google Analytics platform, ensuring that data is reliable and robust and owning the relationship with related 3rd parties to maintain data integrity and leverage full value
- Use of Looker Studio for building and sharing reports

- **Accountable for identifying, onboarding and managing additional customer analytics platforms; working with 3rd parties to deliver robust implementation specifications, ensuring data is robust and leveraging full value**
- **Play a key role in the evolution of experimentation and A/B testing capability as part of site and app optimisation; onboarding new platforms where required and leveraging full value**
- **Lead the development of clear, usable dashboards by collaborating closely with stakeholders to understand their needs and build reporting solutions.**

Analytics, Data & Insight Collaboration

- **Work collaboratively with the Commercial Analytics function to provide support where required and deliver joined up analysis**
- **Work collaboratively with the Insight & Proposition Development team, to provide support where required and deliver joined up analysis**
- **Work collaboratively with the CRM team, to provide support where required and deliver joined up analysis**
- **Work collaboratively with the Customer Acquisition team to identify the behaviours of high value new customers and feed into the optimisation of performance marketing and conversion**
- **Define tracking strategies for multichannel campaigns, coordinating with CRM, acquisition and digital product teams and diagnose and resolve attribution issues across web and app journeys, ensuring campaign data is accurately captured and consistently reported**
- **Provide support to Finance and Demand Planning teams where required**

Skills & experience

- **Minimum 3 years' experience in a digital analytics role, ideally in a direct-to-consumer retail or subscription business**
- **Super user in Google Analytics and Looker Studio, with experience of building a full suite of performance reports for web sites and apps; and desirable experience of Power BI and Customer Data Platforms**
- **Preferable experience of additional customer analytics tools such as Contentsquare**
- **Understanding of tag management, analytics platform implementation and data integrity**
- **Experience of creating and presenting analytics reports, with clear data visualisation, conclusions and recommendations**
- **Experience of blending data with commercial context and customer behaviour mindset to tell a complete story**
- **Experience of working with digital product optimisation and personalisation**
- **Understanding of marketing attribution models and analytics identity, e.g., session stitching, cross-device tracking).**

Personal qualities

- **Team player who is happy to take ownership of analytics and have a voice across a multi-discipline team**
- **Customer first mindset with an understanding of commercial performance and merchandising**
- **Tenacious approach to problem solving and understanding data stories**
- **A self-starter who is able to work independently and autonomously**

Salary

£ Up to £50,000 per annum, dependent on experience

WHAT'S IN IT FOR YOU?

**33 days holiday pro rata (including bank holidays),
plus an extra 2 days when you hit 5 years with us**

Generous & ethical co-owner pension scheme

**Annual profit share; at least 10% of all our profits are split
equally between all co-owners.**

30% off everything we sell

**Organic breakfasts and lunches, home-cooked
by our canteen chefs, at our two biggest sites**

**Enhanced maternity/paternity pay (plus six months of
free organic veg boxes for you and your new arrival)**

An annual allowance to spend on Riverford branded clothing

Lots of free co-owner social events and celebrations

Flexible working options

2 paid volunteer days per year

**Bike loan scheme (we'll cover the cost
initially so you can get your bike tax-free)**

Life assurance cover

A generous thank-you gift if you 'recommend a friend' to work with us too. Lots of people work alongside their loved ones at Riverford.

Wellbeing resources, including Mental Health First Aiders and access to free health and wellbeing services such as counselling and physiotherapy. Your wellbeing is a top priority, and there's lots of support at Riverford and beyond.

Training and progression opportunities open to all, including fully funded apprenticeships.