Job Title	Web Analyst
Unit	Digital and Fundraising
Reporting to	Head of Digital
Location	Africa, remote

Start Date: Immediately
Duration : November 2023 to November 2024

About Greenpeace Africa

Greenpeace Africa was founded in 2008 and is part of the Greenpeace global network that has recently celebrated 50 years of climate activism across the world. Greenpeace was founded in 1971 by a small group of concerned individuals, who set sail to Amchitka Island off the coast of Alaska to try and stop a US nuclear weapons test. Their old fishing boat was called "The Greenpeace". Today, Greenpeace is present in over 40 countries around the world. Greenpeace Africa currently operates in the Democratic Republic of Congo (DRC), Cameroon, Kenya, Senegal, and South Africa with a focus on addressing climate change and protecting biodiversity, through campaigns promoting sustainable fishing, protecting the Congo Basin forests and its communities, ending fossil fuel and promoting a just transition to renewable energy.

Greenpeace Africa's vision is embedded in collective activism powered by the energy of millions of Africans to shape better legal, political and economic systems in ways that position Africa as a world leader and a source of untapped wisdom. In this glorious new era, Africa's people, its communities, regional bodies, education institutions, and progressive businesses are working together to create new approaches to build a better future for all of Africa's people. Africa is influential and a source of inspiration to the world - a self-reliant and dynamic people.

Greenpeace Africa commits to walking the talk by embedding African consciousness internally - within Africa and our global role. This is fundamental and will underpin the success of our 2022-2025 strategy and the program of work in the continent, the spaces we choose to engage and show up, and the organisation's visibility.

Purpose of the role

Greenpeace Africa is looking for someone to work closely with our Digital and Fundraising teams and data experts. The organisation has an impact across Africa through digital engagement and fundraising and needs to stay ahead of the curve in terms of web, digital and data best practice. You will develop data-driven solutions for web and digital projects and products across fundraising and engagement.

You will perform in-depth analysis of the design and functionality of our various pages and website. You will design and discover opportunities to enhance the User Experience and work to increase action on our pages from people signing petitions to donating. You will also lead on Google Analytics, making sure tagging is done correctly, reporting and working with the BI developer and data analyst to get analysis into data systems and reports.

KEY RESPONSIBILITIES	KEY PERFORMANCE AREAS
Key Duties	**Vital** ● Optimise website and pages for enhanced user experience and increased actions and conversions on donations and petition sign ups ● Lead on web analytics across the website and pages we run, digging deep into our analytic tools and actioning solutions quickly ● Produce reports on performance that are easily accessible by Digital and Fundraising teams ● Propose and build or communicate with developers to build new features and tools on our website and pages ● Work closely with data team to ensure data models and visualisations are optimised and accessible ● Liaise with Greenpeace International teams on new analytic tools and web updates ● Be tapped in to industry best practice to ensure Greenpeace Africa is a leader in web optimisation, tracking and analytics to meet organisational objectives ● Carry out relevant trainings for teams ● Produce guides and templates on best practice for Digital and Fundraising teams, upskilling where necessary on Google Analytics and Wordpress ● Manage website project and ensure all information is up to date and relevant pages and projects are available **Desirable** ● Upload blogs, press releases onto the website ● Work with SEO writers and comms department to optimise blogs for the website

QUALIFICATIONS AND EXPERIENCE

Preferred Qualification(s)	● Bachelor's degree involving information technology, information systems, computer science, online marketing, or a related field or minimum 5 years relevant equivalent industry experience.

Preferred Experience	● Background in web design or development ● High proficiency with Google Analytics and similar tools ● Solid knowledge of Web Design languages such as HTML, JavaScript, SQL, ColdFusion, Perl ● Significant experience in CRMs and Wordpress ● Tag Management knowledge and experience ● Marketing and content strategy experience is an advantage. ● Strong quantitative analytical skills ● Ability to collaborate with technical and non-technical teams. ● 3 year of experience in web analysis, online commerce, or related fields. ● In-depth knowledge of web analytics
Other requirements	● Working-from-Home is the main base of the work location for all staff employed by GPAF or hosted by GPAF. This applies to home location within the country/ countries where the contract is stipulated. ● Employee must have a reliable high-speed internet connection and dedicated work space at home equipped to focus their attention to their duties

PERSONAL LEADERSHIP COMPETENCIES (5 E'S)

- Energy & Energize: Demonstrate a positive mindset and solutions-oriented attitude & Empower others
- Edge: Risk-taking & identify and master moments of leadership.
- Expertise: Demonstrate the ability to see a situation accurately with a broad set of perspectives and ability to see things as they might be.
- Execute: Role model for accountability and straightforwardness & act in a decisive manner

Our Commitment

Greenpeace Africa is an equal opportunity organization committed to achieving diversity within its workforce, irrespective of gender, nationality, disability, sexual orientation, culture, religious and ethnic background

Kindly submit a detailed cover letter and CV to rafrica@greenpeace.org on or before 10 October 2023. Applications will be reviewed on a rolling basis. Salary is competitive and details can be provided on request.