



## **Volunteer Google Analytics Specialist**

**Job Title:** Volunteer Google Analytics Specialist

**Reporting to:** Operational Director

**Hours:** 2-3 h hours per week (we can be flexible and work with your schedule)

### **Willowbrook Farm Charity**

Willowbrook Farm Charity exists to create nurturing educational and cultural spaces in the Oxfordshire countryside that are welcoming, inclusive, and accessible to communities who have been historically underrepresented in rural environments — including people from racialised backgrounds, neurodivergent individuals, and young people with diverse learning needs.

In partnership with Willowbrook Farm ([www.willowbrookfarm.co.uk](http://www.willowbrookfarm.co.uk)), where we host our activities, we aim to build a nationally recognised centre of excellence that supports personal growth, wellbeing, and connection with nature. Through hands-on learning, community building, and cultural exchange, we empower individuals and groups to explore sustainable living, ethical land stewardship, and the transformative potential of nature-based education.

### **Our Values**

#### **Community**

We foster a culture of care, connection, and belonging. We create space for people to come together in joy, learning, and mutual support, building relationships rooted in respect and shared purpose.

#### **Stewardship**

We honour the land as a living system and recognise that the wellbeing of people and nature are deeply interconnected. We are committed to nurturing the next generation of ethical and responsible stewards — who care for the earth, each other, and future generations.

#### **Equity & Inclusion**

We are dedicated to removing barriers so that people of all identities, backgrounds, and abilities can access and participate fully in experiences of farming, countryside living, and sustainability. We celebrate diversity and work to create welcoming



spaces where everyone can thrive.

### **Connection with Nature**

We centre our actions on a deep respect for the natural world. We believe in restoring and nurturing the bond between humans and nature, creating a place where both can flourish in harmony.

### **Job description**

We are thrilled to welcome a Google Analytics Specialist to support our Operational Director at a pivotal time for our charity.

After a challenging period of inactivity due to the impacts of Covid, we are excited to embark on a new chapter, as we are ready to restart our activities in 2025 and to develop our projects and create a positive impact in our community.

This is a unique opportunity for those eager to be part of a project evolving from its early stages to the launching of new initiatives. The volunteer will have ample opportunity to learn about charity structure, develop skills within the third sector and grow with the charity.

We are looking for a passionate person with a genuine interest in our mission and values and that wishes to become part of our Operational Team.

### **What this position entails**

In this pivotal role, you'll be instrumental in leveraging the power of data to drive strategic decision-making within the charity.

A key responsibility will involve the configuration and ongoing monitoring of Google Analytics, Google Ads, and other essential analytical tools. By meticulously tracking both charity-wide and user-specific activity, you will be able to unearth actionable insights that inform and improve our operational effectiveness.

Collaborating closely with the Operational Director, you'll ensure that data-driven strategies are perfectly aligned with the charity's overarching goals. Furthermore, you'll be tasked with developing a robust performance measurement framework, allowing us to rigorously assess the performance of our services.

Success in this role hinges on a deep understanding of enhancing service performance while adhering to government regulations, industry standards, and the established best practices specific to the Non-Profit Organisation sector.



As a **volunteer-led** charity, it's essential for us to find someone who understands the importance of being part of our team and engaging in the growth of the charity. Therefore, we will prioritise applications from volunteers who are committed to a long-term partnership and want to be an integral member of our team.

## **What do you need to become our Google Analytics Specialist?**

### **Essential:**

- Configure and monitor Google Analytics and Google Ad (we have Google Ads Grant)
- Collect and analyse user activity data to generate actionable insights.
- Ability to develop a performance measurement framework for the performance of a service.
- Work closely with the Operational Director to ensure delivery is in alignment with the charity's goals.
- Collect and present key performance data and analysis to the Board of Trustees.
- Identify areas of underperformance and recommend strategic optimisations.
- Create Data dashboard and Data visualisations for Trustees to understand performance trends.
- Keep up to date with industry best practices.
- Lead on performance analysis.

### **Desirable**

- Demonstrated strong communication skills with all stakeholders
- Cultivate and maintain relationships with all stakeholders
- Can skillfully influence decisions
- Awareness of working with the charity sector.
- An analytical thinker with attention to detail
- Must be a team player
- Non-profit org experience is a bonus.

### **By getting involved you will gain:**

- A chance to expand your skills in charity strategic operations and fundraising.
- This is an excellent opportunity for professionals eager to utilise their talents to address community needs and contribute to reducing inequality.

**Location:** Fully Remote. But we welcome those who wish to come and visit the farm at least once to understand more about us.

**Commitment:**

The estimate of time needed is 2-3 hours a week, and we welcome those volunteers that can offer more, although it is not a requirement for the role. We can be flexible and work with you to find hours that fit ours and your schedule - all help is much appreciated!

**As a volunteer-led charity, we prioritise volunteers who want to become part of our team of volunteers rather than those looking for a temporary assignment, as this role will involve a substantial amount of training and development. Therefore, we won't accept applications from volunteers who cannot commit to at least 5-6 months with us.**

**How to apply:**

Please send your **CV and cover letter** demonstrating your relevant experience and why you would like to get involved with our charity.

Interviews will be scheduled as the applications come in.

If we find some great candidates, we may close the vacancy earlier than the application deadline mentioned. So don't delay - apply today!