

## **Web Analyst – Role Description for Clearwater/St. Petersburg Company**

The primary responsibilities of the web analyst include analysis of website traffic , regular assessment of department web metrics, editing and updating website content using company's new content management system and seeking new opportunities for web-based lead development and enhancement of website performance. Reporting on key website metrics and performance is also a key task.

### **Key Tasks:**

- Track relevant website updates (primarily products and technologies from European manufacturer's website) and make necessary updates to three company sites
- Update website dynamic and static content using new content management system
- Analyze web traffic (three sites)
- Collaborate with external partners to assist with data collection and reporting
- Extract data from analysis to build recommendations to improve the site experience
- Supplement regular reporting of web metric results
- Help manage new company blog (to be developed)
- Assist with strengthening company's social media strategy
- Contribute to web-based lead development

### **General Requirements:**

- Bachelor's degree ( or pursuing) or Master's Degree (or pursuing)
- Experience with Microsoft Office
- Experience with web metric analysis (Google Analytics)
- Excellent communication and presentation skills
- Attention to detail and strong project management skills are key
- HTML/CSS knowledge base/coding experience (required for Medical Solutions website)

Project hours/rate of pay: The role will begin between November of 2010 and February of 2011. Initially, the work will require 5-10 hours per week with the likely possibility of expansion to more hours. The initial rate of pay is \$15.00. Though the role will begin as a non-direct hire position (freelance), the intention is to hire an individual who can grow into the role and join the team on a permanent basis at a later date (target—within two years).

Please contact Sheryl Yengera, [yengera.s@juno.com](mailto:yengera.s@juno.com) . 727-688-2896.