



Intelligence for Purpose

Role: Digital Strategist/Analyst

We equip and enable social purpose organisations to have a disproportionate impact on the community. If you are a consultant or technologist and want to leave your mark in the world, we want to hear from you.

At Cognis, you will work with government, member-based organisations, not-for-profits and social enterprises to advance education, health, financial security and safety. You will enjoy the diversity of consulting work, while having a measurable positive impact on the community.

Our values:

- *Good* - We leave things better than we found them.
- *Great* - We strive to be the best at what we do.
- *Open* - We partner with the best at what they do.
- *Tough* - We fight for the causes we care about.
- *True* - We say what we think and do what we say.

We are an equal opportunities employer, committed to diversity.

Where you are going

Our promise to clients is to bring highly skilled team members who will work harder than anyone else for their purpose. Given this, we are looking for candidates who demonstrate commitment to both, developing their careers and serving the community.

Our promise to you is:

- We will provide opportunities for meaningful work.
- We will enable you to develop applied data, analytics and AI expertise.
- We will give you a “work family” environment, where we look after each other.

How you will help

You will help our clients to deeply understand the people they serve, personalise how they engage with them, and measure their results. Your key responsibilities will be to:

- Setup and optimise digital analytics.
- Construct data-driven audience personas.
- Shape personalisation strategies.
- Conduct digital experiments.
- Recommend digital channel improvements.

Where you have come from

You will bring the following knowledge and skills to the role:

Digital Analyst

- Google Analytics – defining and implementing tag strategies; setting up and optimising cross-domain tracking, the data layer, Google Ads conversion tracking and dynamic remarketing; analysing campaign performance.
- Customer Analytics – working with complex datasets to identify trends and opportunities, using statistical methods as appropriate; effectively reviewing insights with client team members from various professional backgrounds.
- A/B Testing – designing and deploying multivariate digital experiments using tools such as Google Optimize; analysing experimental results and developing recommendations to improve channels.
- Coaching – teaching client colleagues as you work so they can operate and build on capabilities delivered.
- Teaming – promoting Cognis’ values, working effectively as part of integrated and multidisciplinary teams that may include client, partner and Cognis personnel.

Digital Strategist

The same requirements as Digital Analyst plus:

- Personalisation Strategy – designing and mapping personalised customer journeys; defining measurement plans; identifying and scoping changes required across process, people, technology, data and partnerships; defining the business case for personalisation; socialising

recommendations with senior client personnel; writing professional reports for board and executive level audiences.

- Team Leadership – effectively leading integrated and multidisciplined teams, with laser-like focus on developing others and delivering outcomes.
- Innovation – working with Cognis’ Directors to develop new service offerings, improve client services, and improve team member experience.

The Digital Strategist role requires 5+ years’ experience, while the Digital Analyst role is open to graduates.

Get in touch

If you meet the criteria above and are interested in working with us, please write to us at info@cognis.com.au.