



POSITION DESCRIPTION

POSITION TITLE: Digital Analytics and Improvement Specialist

ADVERT TITLE: Digital Analytics and Improvement Specialist

LOCATION: MALAYSIA ☒ PHILIPPINES ☒ VIETNAM ☒ THAILAND ☒

ASW COMPANY OVERVIEW

ASW is creating the world's most talented international family through hiring and growing talent into long-term careers with Australian companies. ASW is a recruitment and talent specialist, that partners with Australian companies to help them build highly capable international teams. We enable Australian companies to meet their business goals by accessing and retaining premium talent in emerging markets and giving that talent the opportunity to grow, learn and develop. Together we embed international teams into respected Australian businesses, both functionally and culturally, to deliver enduring and transparent people solutions.

THE OPPORTUNITY

Our partner is one of Australia's leading waste management and resource recovery companies dedicated to providing complete range of sustainable waste disposal services. ASX100 listed and founded in 1955, for over 50 years, our partner has been delivering solutions that offer extraordinary benefits not just for their customers, but for the communities and environment that we live in.

Awarded Canstar Blue's 'Most Satisfied Customers' award in 2024, our partner is seeking for passionate individuals to join their team as a Digital Analytics and Improvement Specialist. The role is crucial in enhancing the understanding of digital performance and business value of generated data, while aligning with business objectives and reporting processes.

KEY RESPONSIBILITIES

- Driving proactive best practice tagging, analytics, and reporting capability, including being the owner of Google Analytics, Google Tag Manager and Google Data Studio.
- Manage Monthly Operating Review (MOR) dashboard.
- Testing campaigns, analysing key metrics, and identifying opportunities to increase campaign performance.
- Create and maintain dashboards to track the customer journey from awareness to purchase.
- Oversee the implementation and maintenance of the data layer for accurate collection and reporting.
- Develop new reporting methodologies to monitor progress against goals.
- Work with marketing, sales, and other teams to understand data needs and provide actionable insights.
- Provide training and support on dashboard usage and data interpretation.



POSITION DESCRIPTION

SKILLS, EXPERIENCE & QUALIFICATION

- Proficiency in Salesforce / Salesforce Lightning, including dashboard creation.
- Experience with BI tools (e.g., Looker Studio, Tableau, Power BI) and SQL.
- Proactive, self-starting personality.
- Good English Language communication skills (written & verbal).
- Prior client-facing experience with Google Analytics, ideally in a digital marketing or consulting firms.
- Familiarity with data layers, ETL methods, and cloud data platforms (e.g., GCP, AWS), would be good.
- Experience with other digital analytics tools (e.g., Adobe Analytics), would be a plus.
- JIRA and Confluence experience for managing tasks and documentation would be advantageous.

ASW OFFERS

- We are experts in International Talent Partnering. This means that you will be a trusted member of the ASW family, and get access to our great benefits, plus you also get to work directly with one of clients.
- In our unique English-speaking environment, you can practice and enhance your English with peers and international client teams based in either Australia, UK, US or NZ.
- Get global access to Learning & Development programs.
- Great work-life balance.
- Competitive remuneration.
- Excellent medical benefits.
- Great Paid Leave entitlements.
- Company parties/events, future travel opportunities, and other exciting activities.
- Ongoing career opportunities.
- To find out what our people say about working at ASW, visit: <https://aswhiteglobal.com/careers/>