

Volunteer Google Analytics Consultant

A practical volunteer role helping TogetherintheUK understand, grow and evidence its digital impact.

Organisation	TogetherintheUK
Location	Remote, with occasional meetings in London
Time	3-5 hours per week
Reports to	CEO / Chair / Digital and Social Media Team Lead

About TogetherintheUK

TogetherintheUK is a community organisation that gives migrants and refugees a platform to share lived experiences, stories and practical insights about life in the UK. We want to build understanding, connection and belonging across communities.

Role purpose

We are looking for a volunteer Google Analytics Consultant to help us understand how people find and use our website, which content works best, and how our digital activity supports audience growth, outreach, partnerships and funding evidence.

This is a hands-on but supportive role. The aim is to make our data simple, useful and actionable for a small volunteer-led team.

What you will help us do

- Review our current Google Analytics 4 and Google Search Console setup.
- Check whether key website actions are being tracked properly, such as contact forms, sign-ups, event interest, downloads or volunteer enquiries.
- Create simple dashboards or reports that show website visitors, traffic sources, popular pages and campaign performance.
- Help us understand which stories, advice pages and campaigns are reaching people.
- Set up or improve UTM tracking for social media, email and outreach campaigns.
- Recommend practical improvements to website measurement and reporting.
- Work with the SEO/AEO and Social Media volunteers so analytics informs content and outreach decisions.
- Provide basic training so team members can read and use the reports confidently.

What we are looking for

- Experience using Google Analytics 4.
- Knowledge of Google Search Console and basic website performance reporting.
- Ability to create clear dashboards, ideally using Looker Studio or similar tools.
- Understanding of campaign tracking, UTM links and digital KPIs.
- Ability to explain data clearly to non-technical people.
- A practical, curious and supportive approach.
- Interest in social impact, migrant storytelling and community engagement.

Useful experience

- Charity, community or non-profit analytics experience.
- SEO reporting or digital marketing analytics.
- Website user journey analysis.
- Reporting for boards, funders or campaign teams.
- Training or mentoring volunteers.

Possible first priorities

- Audit our analytics setup and identify any gaps.
- Create a simple website performance dashboard.
- Agree a small set of meaningful digital KPIs.
- Show the team how to read the dashboard.
- Recommend 5-10 practical improvements for tracking, reporting and outreach measurement.

Why this role matters

TogetherintheUK has powerful stories and a growing audience. Better analytics will help us see what is working, reach wider audiences across the UK, improve our website, support funding reports and make stronger decisions about outreach and partnerships.

In plain terms: this role helps us turn website data into action.

What you will gain

- Use your analytics skills for a meaningful social purpose.
- Support migrant and refugee storytelling across the UK.
- Help shape a practical digital measurement approach for a growing organisation.
- Build experience in charity reporting, audience growth and impact measurement.
- Work with a friendly team committed to inclusion and community connection.

How to apply

Please send your CV and a short cover letter explaining your relevant experience and why you would like to volunteer with TogetherintheUK to:

volunteering@tgiuk.org

We would be delighted to hear from people who want to use data and digital insight to support storytelling, inclusion and community connection.

Website: togetherintheuk.co.uk