

Job title	Data and Analytics Manager		
Job family	Data Management, Analytics and Data Science Job Family	Grade	9

Job purpose

Within the BBC, Data Analysis is a multi-skill set function aimed towards helping the BBC be more data driven. This team includes people who specialise in different forms of analysis but who have more in common than they do apart. This includes digital analysis, social media analysis, time series modelling, real-time analysis (working directly into Editorial teams).

Individuals within Data Analysis roles are responsible for delivering insights, analysis, data and measurement that help the BBC to achieve its objectives with a focus, but not exclusive, on the BBC’s digital properties and the wider online world.

As well as providing insights, recommendations and creating data products for stakeholders, you are also involved in helping to plan the data the BBC collects both from online partners and offline or non-BBC sources. You will help to develop the BBC’s data collection framework and strategy as well as work with Product and other stakeholders to help resolve any data quality issues.

As a Data and Analytics Manager, you will work as part of a multi-disciplinary team to ensure that the BBC’s data management, analytics and marketing effectiveness services are implemented and deliver value to transform business capabilities and enable the next generation of Broadcast and Digital services.

You will be able to work autonomously and “own” an area or division including the stakeholder relationships. Where appropriate you will mentor more junior staff within your team on projects they are delivering. You will be seen as a specialist by other departments of the BBC and someone who can be contacted for help and advice.

You will be a subject matter expert in your field with specialist domain expertise in technology, software, infrastructure, application, digital or broadcast and production domain. You will provide knowledge and guidance to multiple stakeholders.

Key responsibilities and accountabilities

- Lead marketing effectiveness projects for the BBC, with a focus on Marketing Mix Modelling
- Ensure that data, measurements, metrics and analysis are robust and in line with business requirements
- Collaborate with analysts and various teams across the BBC in and outside Data and Analytics to ensure we have the correct and complete picture and the correct and complete data for our analysis
- An expert in analytics tools, with a focus in marketing effectiveness, leveraging the full breadth of functionality to deliver maximum value to the business
- Lead and deliver analytics and measurement projects across a range of BBC divisions. Focus on clear and actionable insights, rooted in robust data and analysis.
- Ensure the BBC has leading-edge analytics tools, measurement, metrics and skills; and employ those to help the business achieve its aims
- Treat customer data with the utmost care and respect
- Maintain high standards of presentation, including the development of new or imaginative ways of using or communicating data and insights
- Represent the BBC at industry and internal forums or committees
- Where appropriate, manage suppliers and partners

Knowledge, skills, training and experience

General Skills

1. Educated to degree level or above in a STEM subject or Economics
2. Experience in Marketing Mix Modelling, preferably has worked on brands with a high level of spend and a complex media/marketing plan
3. Proficient in R and has used the package for econometrics modelling in previous roles
4. Strong knowledge of media, data, measurement methodologies and industry standards including online and offline channels
5. Ability to present complex results in a simple and comprehensive way that stakeholders with a non numerical background will immediately understand
6. Ability to think about issues and business questions with a creative approach, being able to come up with robust solutions, even when the data available is thin
7. Ability to link different data sources and come up with an overall/overarching story
8. Able to simplify complex problems into component parts and deal with them systematically
9. Able to devise and develop ideas and stimulate creativity in others
10. Able to delegate and manage responsibility
11. Ability to prioritise tasks based on importance/urgency
12. Ability to work independently and manage own time efficiently

Character and Experience

- Demonstrates passion for BBC content and data-driven decision making
- Experience in developing relationships and presenting results to senior stakeholders

- Experience in managing senior stakeholders with different agendas
- Strong understanding of how the digital and media landscape is evolving and the implications for all parts of the BBC
- Pro-active attitude who also works well in a complex matrix organisation
- Able to collaborate by building relationships and sharing resources, while challenging systems and people that block collaboration
- Can easily identify what will most benefit the business, and plan and prioritise accordingly
- Can manage and adapt to challenging situations with sensitivity

Desirable

- A good understanding of linear and on demand television services, news media, online publishing, with a knowledge of key competitors.
- Experience with data visualisation tools, e.g. Tableau

Job impact

Other information

For Reward team use only

Job Code

Definition:

Content / Content Support / Support

This job description is a written statement of the essential characteristics of the job, with its principal accountabilities, incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be a complete, detailed account of all aspects of the duties involved.

Appendix

There may be sub-sets of the generic job described above which require additional technical skills. This appendix to the generic job description can be developed to cover such situations.

Division	Marketing and Audiences, Marketing Science
Reports to (title)	Head of Marketing Science
Location base	Broadcast Centre, White City, London

Organisation structure	
<p>This is a maternity cover role for up to 12 months. The analyst will sit within the marketing science team and will help the team answering questions for the wider organisation, using a range of statistical tools and data.</p> <p>The role sits within the wider Data Analysis and Insight Team which is growing and currently consists of about 40 people split into five pillars: Marketing Science, Digital Analysis, Data Science, Social Analysis, and Data Products.</p>	

Additional job specific responsibilities and accountabilities

Approval	
Manager	
HR Business Partner	
Date	