

Job title	Principal Data Analyst		
Job family	Data & Analytics	Band	D

Job purpose
<p>The BBC aims to stimulate and delight audiences across the UK with distinctive, creative content. To support this aim, BBC is entering a new charter period of significant and exciting change, developing new capabilities in order to define a BBC fit for the next generation.</p> <p>OUR MISSION is to inform, educate and entertain all audiences, to deliver our public purposes. OUR AIM is to reinvent the BBC for a new generation We'll do this through OUR ASPIRATIONS : Making sure everyone gets value from the BBC, world-class creativity, global reach, financial stability and making the BBC an even greater place to work.</p> <p>Within the BBC Data Analysis is a multi-skill set function. Variations include people working with audience data, production data, financial data and content data. Specific roles can include digital analysis, time series modelling, real-time analysis (working directly into Editorial teams).</p> <p>Data Analysts are “V-shaped”: starting their careers in one specialist area and building broader understanding of the use of analysis as the progress. This mid-level role starts to take responsibility for the overall delivery of larger projects set against agreed outcomes.</p> <p>Principal Data Analysts will have direct stakeholder relationships within the division they work and often into the wider BBC. Principal Data Analysts consider what projects need to be prioritised within a team and manage expectations on these deliveries outside the team working. The role may be stand alone or have a team to work out the approach to problems.</p>

Key responsibilities and accountabilities
<ul style="list-style-type: none"> • Guide , commission, undertake and deliver analytics, data collection and measurement projects. • An expert in analytics tools and approaches, leveraging the full breadth of functionality to deliver maximum value to the business. • Support Lead Data Analysts in managing the team and stepping in when needed within projects • Help to train and mentor junior analysts; and collaborate with analysts and technical teams across the BBC. • Maintain high standards of presentation, including the development of new or imaginative ways of using or communicating data and insights. • Develop trusted relationships with members of the Editorial, Marketing and Product teams and use these relationships to help scope these projects. • Helping non-data oriented colleagues understand where analysis can help achieve the strategic goals of the BBC. • Able to build and maintain strong working relationships where you might, as a specialist, have to manage expectations of more senior colleagues. • Help mentor and train junior analysts; and collaborate with analysts and technical teams across the BBC. • (Where appropriate) manage a team of data analysts • (Where appropriate) manage suppliers and partners.
Knowledge, skills, training and experience

Essential (see appendix for role specific skills)

1. Educated to degree level or above in STEM subject or equivalent experience
2. Experience in delivering analysis projects in corporate or public sector organisations
3. Demonstrable deep experience in relevant analysis, data, testing and measurement methodologies and industry standards
4. Significant experience in one or more data scripting language such as Python, R or SQL or tooling relevant to the specifics of the role
5. Able to effectively delegate and manage your own time and prioritise accordingly whilst working on multiple projects simultaneously
6. Able to simplify complex problems into component parts and deal with them systematically.
7. Strong written and verbal communication skills.
8. Experience developing relationships and presenting results to senior stakeholders.

Desirable

9. Experience managing suppliers and partners to deliver clear aims;
10. Strong understanding of how the digital and media landscape is evolving and the implications for all parts of the BBC;
11. A good understanding of linear and on demand television services, online data collection technologies, online data ecosystems, news media, online publishing, with a knowledge of key competitors;
12. Experience with data visualisation tools, e.g. Tableau Shiny R, Python Dash

Job impact

Work and tasks are from direct stakeholder relationships (or occasionally from line manager). Principle Data Analysts will often be guiding the analysis within an specific area.

Decision making

- Agrees decisions with the key stakeholder
- Prioritisation of work for others as well as themselves
- Often autonomous in day to day work
- Provides technical expertise in the development and implementation of data analysis capability and standards; promoting best practice within the area of business
- Assessing options for business as usual and emerging technologies

Scope

- Management or guidance of a sub-team or specialist area providing technical expertise across: project teams; technical delivery resources; an emerging matrix organisation
- Management of senior stakeholder relationships across multiple areas of the BBC
- People Management: Often has direct reports.
- Budget responsibility: indirect, helping Lead Data Analysts and Head of Data in managing and selecting suppliers and tooling
- Learns and develops new and emerging approaches

Appendix

The BBC Search and Navigation team helps audiences discover the best and most personally relevant content from across the whole of BBC Online. The Navigation team is responsible for the collection of web analytics and the development of the underlying data models that enable effective analysis. The Search team develops systems that power BBC products including iPlayer, Sounds and News on TVs, the web, mobile apps and voice devices. With more than 55 million API hits each week, Search provides one of the key ways to find BBC content.

Search and Navigation require a Principal Data Analyst to lead the delivery of data analysis and actionable insights to support product development. It's a really exciting time to join us because we're making big improvements that will help our audiences find the best and most relevant content we have. Reporting into the Senior Principal Data Analyst, the role will support the development of analytics collection, metrics and data modelling for all of BBC Online.

Responsibilities

- Guide, commission, undertake and deliver analytics, data collection and measurement projects
- An expert in analytics tools and approaches, leveraging the full breadth of functionality to deliver maximum value to the business
- Support the Senior Principal Data Analyst, stepping in when needed within projects
- Maintain high standards of presentation, including the development of new or imaginative ways of using or communicating data and insights
- Help non-data-oriented colleagues understand where analysis can help achieve the strategic goals of the BBC, running training, workshops and knowledge shares
- Able to build and maintain strong working relationships where you might, as a specialist, have to manage expectations of more senior colleagues
- Collaborate with analysts and technical teams across the BBC
- Support the rollout of reporting capabilities consistent with the BBC's data model
- Present results to senior stakeholders and liaise with key partners and suppliers
- Enable product teams to 'self serve' for standard requests
- Support and work closely with product managers, business analysts and software engineers
- Develop your own skills, keeping up to date with the latest developments in analytics

We value strong ownership of the systems and components we build and encourage iterative and experimental approaches. We believe in empowered teams with a strong sense of purpose.

Required skills and experience

- Experience in delivering analysis projects in corporate or public sector organisations
- Demonstrable deep experience in relevant analysis, data, testing and measurement methodologies and industry standards
- Significant experience in one or more data scripting language such as Python, R or SQL or tooling relevant to the specifics of the role
- Experience of using AT Internet (ATI), Optimizely, Tableau or similar analytics tools
- Able to effectively delegate and manage your own time and prioritise accordingly whilst working on multiple projects simultaneously
- Able to simplify complex problems into component parts and deal with them systematically
- Strong written and verbal communication skills
- Experience developing relationships and presenting results to senior stakeholders