

Job title	Data Analyst		
Job family	Data & Analytics	Proposed Band	B

Job purpose

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.

OUR MISSION: To inform, educate and entertain all audiences, to deliver our public purposes

OUR AIM: To reinvent the BBC for a new generation

We'll do this through... **OUR AMBITIONS:** 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.

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

Individuals within the Data Analytics role are responsible for delivering the insights, analysis, data and measurement that help the BBC to achieve its objectives with a majority, but not exclusive, focus on the BBC's digital properties.

As well as providing insights and creating data products for stakeholders to use, you are also involved planning the data the BBC collects both online and from 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 Analyst you will be responsible for supporting the analytics strategy and measurement for specific teams across the business.

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. You will have an appreciation of how the complete range of data science specialisms impact your area and you will use this knowledge to ensure you deliver data-driven change, improve decision making and creative reuse of assets across the area that you support.

Key responsibilities and accountabilities

- Competent using analytics tools, leveraging the full breadth of functionality to deliver value to the business.
- Support analytics colleagues in managing projects and fielding queries.
- Developing and maintaining documentation & knowledge hub.
- Developing own skills in analytics-related areas keeping up to date with the latest developments in the field
- Helping non-data oriented colleagues understand where analysis can help them with their day to day roles

Knowledge, skills, training and experience

Essential (levels of specific experience required varies by role)

Skills

- Educated to degree level in a STEM subject or Economics, or equivalent experience.
- Understands statistical techniques and their applications
- Competancy in (where appropriate for the specific role):
 - Analytics tools e.g. GA, ComScore DAX, Adobe Analytics
 - One or more scripting / analysis languages e.g. SQL, R, Python
 - Social listening and analysis systems such as Sysimos, BrandWatch, Facebook Insights
 - A / B and MVT testing tools e.g. Maxymiser, Optimizely, Adobe Target
 - Econometric / Media Mix / Time series modelling such as ARIMA or mixed effect modelling
 - Formal and informal Scenario planning or business and market modelling including MCMC and system approaches
- Able to simplify complex problems into component parts and deal with them systematically.
- Strong foundation in media analytics, data, measurement, methodologies and industry standards including online and offline channels.
- Understanding of basics of AB and multivariate testing technologies and methodologies

Character and Experience

- Self starter
- Experience presenting results to various stakeholders
- Analytical, naturally inquisitive, and enjoys problem solving
- A team player with excellent interpersonal skills
- Able to collaborate across teams and boundaries
- Creative problem solver
- Knowledge of data privacy policies and laws
- Understanding of how the digital and media landscape is evolving and the implications for all parts of the BBC.
- Use expert knowledge of measurement tools to solve problems around tracking and reporting issues; approach problems from different angles
- Actively develops own skills and knowledge in data, and keeps up with the latest developments in the field.
- Demonstrates passion for BBC content and data-driven decision making.
- Understanding of agile methodology & principles of product management.

Desirable

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

Job impact
Varies by specific Data Analyst type.

Other information	
For Reward team use only	
Job Code	
Definition:	Content 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	Director, Product, and Systems
Reports to (title)	Analytics Manager
Location base	Salford

Additional job specific responsibilities and accountabilities
<p>Supporting the iPlayer product teams within the design and engineering department here at the BBC. Working across mobile, web and television platforms supporting product managers, business analysts and working closely with the software engineers.</p> <p>Providing insight into how the viewers interact with the products, who they are and how we can make their experience more enjoyable and ensure they return. We work alongside Data Science and testing analysts to allow greater depth of projects.</p> <p>The analysts are all part of a “Data Force Team”. We have our own project manager who will help us prioritise work as well as our own engineers to help us optimise self serve and daily tasks.</p> <p>All the analysts own their own work, have the opportunity to make connections across the business and present to all levels of stakeholders.</p> <p>As a team we are always looking at new technologies and ways to visualise our work. Fantastic opportunities for development and internal promotions.</p>