

Role: Senior Digital Analyst – BBC iPlayer (Permanent Staff)

Division: BBC iPlayer

Department: Design & Engineering

Grade: 7

Based in: London

Reports to: iPlayer Product Management, TV & iPlayer

ORGANISATION AND PURPOSE OF THE ROLE

In January 2017 the BBC's Director-General Tony Hall set a challenge to reinvent the BBC iPlayer and assure its position as the number one online TV service in the UK in 2020. In the process of transforming TV, teams in BBC iPlayer use insights, analysis and measurement as part of a data-driven approach to forming strategy and making decisions.

The BBC iPlayer portfolio incorporates PC, tablet, mobile and TV platforms. This role will sit within the TV & iPlayer Product Management team and operate across all three platforms. In addition to expertise in analysis and insights, we require a Senior Digital Analyst with experience of how data can inform product strategy.

The BBC is constantly evolving its approach to both data analysis and product development. In consequence, the Senior Digital Analyst should have in-depth experience of third-party analytics tools, relational databases, data visualisation and ABn testing / MVT processes. The role also requires working with multiple teams both - in TV & iPlayer and across the BBC.

KEY RESPONSIBILITIES

1. UNDERSTANDING AND DRIVING KPI'S
 - Work with product management to set and report on KPIs for existing feature areas and new features.
 - Advise iPlayer teams on improvements to new features based on data analysis and testing.
 - Build a deep understanding of iPlayer as a product and integrate data into the product lifecycle.
 - Communicate data through everyday work and in depth presentations to iPlayer teams.
2. ANALYSIS AND INSIGHT:
 - Think critically, initiating and completing in-depth data investigations and providing teams with recommendations.
 - Support, enable and educate users across iPlayer in day-to-day reporting of analytics and optimisation data.
 - Conduct statistical analysis using packages such as R and Python.
3. TAGGING AND DOCUMENTATION:
 - Advise product teams on tagging for new features based on KPIs.
 - Align tagging across iPlayer and suggest improvements around best practices.
 - Ensure all new labels are documented carefully and available to teams.
4. LEAD ON TOOLS:
 - Provide expert advice on how to use analytics tools (eg Digital Analytix, Adobe Analytics), relational databases (using SQL), visualisation (eg Tableau) and optimisation tools (eg Optimizely).
 - Solicit input from product management on improvements to reporting (and change these iteratively)

- Work with the iPlayer and central Digital Analytics teams to provide feedback on improving tools.

ESSENTIAL KNOWLEDGE & EXPERIENCE

1. Expertise with digital analytics tools (e.g. Digital Analytix, Adobe Analytics, Google Analytics) from a reporting and/or implementation perspective.
2. Working knowledge of data analysis using relational databases (ie writing queries in SQL) and visualisation (eg Tableau).
3. Strong understanding and experience of analysing data to impact product decisions.
4. Demonstrable understanding of the BBC iPlayer product offering.
5. Good statistical analysis skills (eg knowledge of statistical modelling techniques, significance tests)
6. Experience in communicating concepts and data insights, including oral and written presentations, and easy-to-read analysis.
7. Knowledge of ABn testing / MVT methodologies and platforms.
8. Strong understanding of relevant technologies (eg new media technologies) and competitive landscape for BBC iPlayer.
9. Good understanding of processes and practices used by a digital product team.
10. Ability to work closely and build strong relationships with stakeholders and colleagues from different departments as part of a virtual team.