

Job title	Senior Data Analyst		
Job family	Data & Analytics	Proposed Band	C

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 Senior Data Analyst you will be responsible for leading the analytics strategy and measurement for specific teams across the business. You will also be required to support in the rollout of reporting capabilities. You will be able to work autonomously and help more junior staff on projects they are delivering. You will be seen as a specialist within 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. 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

- An expert in analytics tools, leveraging the full breadth of functionality to deliver maximum value to the business.
- The lead analyst and first line of contact for many analytics queries.
- Consulting with product teams across the business .
- Analysing and presenting results back to the business.
- Evangelising a more data-driven culture, running training, workshops and knowledge shares.
- Developing and maintaining documentation & knowledge hub.
- Developomg own skills in analytics-related areas keeping up to date with the latest developments in the field.
- Where appropriate, liasing with suppliers.

Knowledge, skills, training and experience

Essential (levels of specific experience required varies by role)

Skills

- Educated to degree level in a STEM subject or a subject with a strong analytical tone such as Economics, or equivalent work experience.
- Understands statistical techniques and their applications
- Proficiency in (where appropriate for the specific role):
 - Analytics tools e.g. GA, ComScore DAX, Adobe Analytics
 - One or more scripting languages e.g. SQL, R, Python
 - Social listening and analysis systems such as Sysimos, BrandWatch, Facebook Insights
 - A/B 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 market modelling including MCMC and system approaches
- Turning information into a meaningful story and communicating it in an appropriate way for the audience.
- Able to simplify complex problems into component parts and deal with them systematically.

- In-depth knowledge of media analytics, data, measurement, methodologies and industry standards including online and offline channels.

Character and Experience

- Self Starter
- Experience presenting results to senior stakeholders
- Experience coaching of junior analysts
- Experience managing suppliers and partners to deliver clear aims
- Analytical, naturally inquisitive, and enjoys problem solving
- A team player with excellent interpersonal skills
- Easily builds rapport with stakeholders
- Able to collaborate across teams and boundaries
- Creative problem solver
- Knowledge of data privacy policies and laws
- Strong understanding of how the social, digital and media landscape is evolving and the implications for all parts of the BBC.
- Able to take initiative and act independently while knowing when to get input from others
- Can prioritise and deliver work from multiple stakeholders
- 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.

