

<b>Job title</b>	Data Analyst		
<b>Job family</b>	Data & Analytics	<b>Band</b>	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** 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.

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).

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 being a more junior role they are responsible for helping others understand how to use data to help in decisions making, discovering insights and delivering parts of larger projects or the totality of smaller ones.

Data Analytics are responsible for delivering analysis projects within the specialism or are they work within a team. These project are generally managed by Senior and Principle Data Analysts.

**Key responsibilities and accountabilities**

1. **Deliver analysis using defined analysis toolings with support** leveraging the full breadth of functionality to deliver value to the business.
2. **Support more senior analytics colleagues** in delivering projects and fielding queries.
3. **Developing and maintaining** documentation & knowledge hub.
4. **Keeping up to date** with the latest developments in the field
5. **Helping non-data oriented colleagues** understand where analysis can help them with their day to day roles
6. Working with colleagues to ensure consistent **data quality**

**General Knowledge, skills, training and experience**

**Essential (see appendix for role specific skills)**

1. Analytical, naturally inquisitive, and enjoys problem solving
2. Ability to manage your own time and prioritise accordingly
3. Good written and verbal communication skills
4. Understanding of one or more data scripting language such as Python, R or SQL.
5. Self-starter
6. Enjoys collaboration and working as part of a team

<p>7. Able to simplify complex problems into component parts and deal with them systematically</p> <p><b>Desirable</b></p> <p>8. Passionately develops own skills and knowledge in data, and keeps up with the latest developments in the field.</p> <p>9. A good understanding of linear and on demand television services, news media, online publishing, with a knowledge of key competitors.</p> <p>10. Interest, knowledge and experience in research, marketing and CRM.</p> <p>11. Understanding of how the digital and media landscape is evolving and the implications for all parts of the BBC.</p>	
<b>Other information</b>	
<b>For Reward team use only</b>	
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*

<b>Job impact</b>
<p>Work and tasks are generally delivered by their line manager.</p> <p>Decision making</p> <ol style="list-style-type: none"> <li>1. Reactive decisions made to a situation or following anothers need</li> <li>2. Provides technical advice in the approaches taken within a project; promoting best practice within the area of business</li> <li>3. Assessing options for business as usual and emerging technologies</li> </ol> <p>Scope</p> <ol style="list-style-type: none"> <li>1. This is a junior role providing analytical support and delivery</li> <li>2. People Management: no direct reports.</li> <li>3. Learns and develops new and emerging approaches</li> <li>4. No financial or budget reponsibility</li> </ol>

**Appendix**

<b>Division</b>	
<b>Reports to (title)</b>	
<b>Location base</b>	

<b>Organisation structure</b>	

<b>Additional job specific responsibilities and accountabilities</b>

<b>Approval</b>	
<b>Manager</b>	
<b>HR Business Partner</b>	
<b>Date</b>	