

Job title	Data Analyst, BBC StoryWorks		
Job family	Data & Analytics	Band	B

Job purpose

BBC StoryWorks is an innovative and rapidly expanding content team at the cutting edge of digital advertising; it is the commercial content division of BBC Global News, creating innovative, world-class, bespoke content marketing solutions for the BBC's advertising clients.

Your role, as a Data Analyst, will be to report and analyse on the performance of advertising campaigns, review the effectiveness of distribution efforts (including social media), and to provide suggestions for optimisation strategies to improve overall performance in accordance with the client KPI's.

Key responsibilities and accountabilities

- Proficient using analytics tools, leveraging the full breadth of functionality to deliver value to the business.
- Assist colleagues in reporting on performance of projects and fielding queries that arise.
- Developing own skills in analytics-related areas keeping up to date with the latest developments in the field.
- Assisting 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

- Understands statistical techniques and their applications.
- Proficient in analytics tools e.g. Google Analytics, Adobe Analytics, AT Internet.
- Able to simplify complex problems into component parts and deal with them systematically.
- Excellent working knowledge of Excel, including basic formula.
- Strong mathematical skills.

Character and Experience

- Motivated, passionate and eager to learn.
- Experience presenting results to various stakeholders.
- Analytical, naturally inquisitive, and enjoys problem solving.
- Excellent interpersonal skills.
- Able to work in partnership across teams and boundaries.
- Creative problem solver.
- Demonstrates passion for BBC content and data-driven decision making.
- Dynamic and able to prioritise tasks whilst managing rapidly changing demands.

Job impact
<p>As a Data Analyst, you would be responsible for managing campaign data, and executing the reporting strategy under the guidance of the Head of Campaign Analytics.</p> <p>You would be required to coordinate and produce digital campaign reports across our platforms, and oversee the performance of branded content campaigns to support the EMEA team in the delivery and optimisation of campaigns; and would provide recommendations to improve performance, spot key trends in data, and be willing to present these insights back in a clear manner.</p>

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.