

<b>Job title</b>	Senior Data Analyst		
<b>Job family</b>	Data & Analytics	<b>Band</b>	<b>D</b>

<b>Job purpose</b>
<p>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.</p> <p><b>OUR MISSION</b> is to inform, educate and entertain all audiences, to deliver our public purposes.  <b>OUR AIM</b> is to reinvent the BBC for a new generation          We'll do this through <b>OUR ASPIRATIONS</b> : 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.</p> <p>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).</p> <p>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 mid-level role starts to take responsibility for the overall delivery of larger projects set against agreed outcomes.</p> <p>Senior Data Analysts will have direct stakeholder relationships within the division they work. Senior Data Analysts establish what tasks need to be completed to deliver a project or goal.</p>

<b>Division</b>	<b>Marketing and Audiences BBC Wales</b>
<b>Reports to (title)</b>	<b>Research Manager</b>
<b>Location base</b>	<b>Central Square, Cardiff</b>

<b>Organisation structure</b>
<p>Marketing and Audiences Wales (M&amp;A Wales) consists of the following teams. Marketing, Scheduling, Media Planning, Audiences, Digital Drama and Creative Production.</p> <p>The Senior Data analyst role sits within the Audiences team, working with the Research Manager and Research Executive, and will also have close links with the BBC Data team and Audiences teams across the nations.</p> <p>The BBC Wales Audiences team analyses data from a broad range of sources and provides reporting and insights that helps BBC Wales deliver content that is relevant and appealing to all our audiences.</p>

<b>Additional job specific responsibilities and accountabilities</b>
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The main focus of the role is to better understand the digital behaviour of our audiences

Key responsibilities and skills include:

- Delivering analysis and insight on the consumption of BBC Wales content and consumption of BBC content by Wales audiences.
- Acting as a first point of contact for analytics queries from BBC Wales stakeholders.
- Assisting with the implementation of tracking, working with products such as News, Sport, iPlayer and Sounds to ensure BBC Wales content and behaviour is accurately captured
- The successful candidate will have SQL, Python and R skills to an intermediate level.
- They will be able to update and create database tables automatically. Web analysis skills/experience would be useful but not essential
- Advanced experience of using Excel
- Able to tell and present the data story to all levels
- An element of building regular reports and developing self-serve data tools for stakeholders
- A team player who can work with fellow colleagues to constantly share knowledge and experience whilst agreeing consistent approaches to work
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## Key responsibilities and accountabilities

1. **Undertake and deliver analytics project either of a larger scale or managing more than one project simultaneously,**
2. Deliver inspiring and actionable insights (rooted in robust data, analysis and measurement).
3. **Support Principal Analysts** in managing projects and fielding queries, while sometimes being the pilot .
4. **Help to train and mentor junior analysts;** and collaborate with analysts and technical teams across the BBC.
5. **Maintain high standards of presentation,** including the development of new or imaginative ways of using or communicating data and insights.
6. Ability to take on bigger problems and break down that down into smaller parts to deliver the solution
7. **Developing and maintaining** documentation & knowledge hub.
8. **Helping non-data oriented colleagues understand** where analysis can help them with their day to day roles
9. Able to build and maintain strong working relationships where you might, as a specialist, have to **manage expectations of more senior colleagues**

## Knowledge, skills, training and experience

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

1. Educated to degree level or above in STEM subject or equivalent experience
2. Experience in delivering analysis projects in corporate or public sector organisations
3. Naturally inquisitive, and enjoys problem solving
4. Ability to manage project teams and help other members priorities work, as well as the ability to manage your own time and prioritise accordingly
5. Good written and verbal communication skills
6. Enjoys collaboration and working as part of a team
7. Understanding of one or more data scripting language such as Python, R or SQL or tooling relevant to the specifics of the role
8. Experience developing relationships and presenting results to senior stakeholders.
9. Self-starter who also works well in a complex organisation where you must take people with you to achieve goals

**Desirable**

10. Passionately develops own skills and knowledge, and keeps up with the latest developments in the field
11. Can manage and adapt to difficult situations with sensitivity.
12. A good understanding of broadcast and IP-delivered video and audio services, news media, online publishing, with a knowledge of key competitors.
13. Experience with data visualisation tools e.g. Tableau

**Other information**

**For Reward team use only**

Job Code

Definition:

Content Support

**Job impact**

Work and tasks are delivered by a mix of line managers and direct stakeholders. Often Senior Data Analysts will be working as the “data expert” within a multi-disciplinary team.

**Decision making**

2. Provides technical expertise in the development and implementation of data analysis capability and standards; promoting best practice within the area of business
3. Can agree decisions with the key stakeholder
4. Often autonomous in day to day work
5. Assessing options for business as usual and emerging technologies

**Scope**

1. This is a mid-level role providing analytical support and delivery including advice on the scope and nature of projects
2. This role provides technical expertise across: project teams; technical delivery resources;
3. People Management: no direct reports.
4. No financial or budget responsibility
5. May have supplier relationship responsibility

## JOB DESCRIPTION



*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.*