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Job Title

**Global Data Executive**

BBC Global News

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The Business Intelligence team is responsible for providing information and recommendations to the business which provide support and help challenge its commercial activities. This is achieved through the provision and analysis of data, as well as through regular communication with key stakeholders both within BBC Global News, the BBC group and the external market.

Reporting to the Global Data Manager, the Global Data Executive role is a full-time position based in London and will support the global business.

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The focus of this role will be to support the global Business Intelligence and Advertising Operations teams in their efforts to create a more data-driven business.

This role will help equip the business with improved data capabilities and will help implement strategic data projects, as well as support day to day tactical requirements. This may include building and maintaining data solutions, new workflows and data visualisation tools to service the business and ensure timely and accurate delivery of data across the business.

The individual will work with multiple senior stakeholders to deliver business value through the use of data and technology and will be engaged in all stages of the solution development cycle.

**Key Responsibilities**

- **Own and maintain existing data warehouse**
  - Ensure timely and accurate delivery of data.
  - Regular updating of Pricing and Inventory data.
  - Optimization of data-flow.
- **Enable the business with data solutions**
  - Gather requirements, scope projects and build a comprehensive and realistic data roadmap as part of the Business Intelligence team and senior stakeholders.
  - Be an authority in the analytics field, by designing, developing and implementing best in class Business Intelligence reporting and analytics solutions.
  - Be an expert in the implementation and use of analytical tools such as Alteryx/Tableau in order to automate extraction and visualisation of data.
  - Creating self-serve dashboards with a view to providing users with timely and accurate data that is valuable for sales enablement and product and inventory insight.

- **Continuous improvement of data solutions**
  - Review and update existing processes in line with changes in data structure or changes in the business needs.
- **Advisor to the wider business.**
  - Take a hands-on role in advising the wider team on data-related activity to support customer needs, including but not limited to global pitches, product and inventory performance and client campaigns.
  - Empower the Global News Sales teams to put data at the front of the conversation.

This role will steward a number of projects on joining the business. Current projects likely to form part of this role's responsibilities include;

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| • Yield Management tool                           | • Salesforce data visualization           |
| • Campaign reporting / Content benchmarking tools | • Forecasting process                     |
| • Revenue and contribution reporting              | • Competitive Benchmarking (TV + Digital) |

### **Strategic Planning & Decision Making**

An ability to effectively manage mid-term to long-term projects is vital. You will also be involved in technologies and project work that drive the business forward.

### **Relationships**

Regular communication with Business Intelligence Managers across our regions and senior management is essential, whilst also developing a strong network of contacts across the BBC. The individual will have regular interactions across BBC Global News including Ad Operations, Ad Technology, and business support services.

### **Qualifications**

- Experience in a Data engineer role with an exceptional track record.
- Excellent IT skills including advanced excel (macro writing), modelling and PowerPoint.
- Proficiency in SQL/Tableau/Alteryx is required.
- Understanding of TV, Digital or new Media would be advantageous.

### **Ideal candidate**

- Autonomous and problem-solving oriented
- Detail focused whilst being able to maintain a view of the bigger picture
- Keen to challenge the status quo and take initiatives to drive positive changes
- Able to navigate complex and disparate systems and datasets
- Self-starter with a natural inclination for data management