JOB DESCRIPTION

Data Analyst

12 Month Fixed Term Contract

CONTEXT

Digital UK is owned by the BBC, ITV, Channel 4 and Arqiva. The company co-ordinates management and development of the UK's digital terrestrial television (DTT) platform and the Freeview Play service. Digital UK is co-located and works in close collaboration with Freeview, which leads on consumer marketing of the Freeview brand.

AIM OF THE ROLE

This role sits within our Strategy, Product and Business Development team and will report into the Head of Strategy. The team combines strategic, commercial, product management, policy and research expertise.

The successful candidate will be expected to manage, analyse and bring to life the insights generated by data from a variety sources, including:

- GfK data on TV and Set Top Box sales
- BARB Establishment survey and viewing panel
- Google Analytics / Firebase (data generated by Freeview apps)
- Quantitative consumer research trackers
- App Annie (mobile app intelligence service)
- Data shared by our partners (broadcasters, CE manufacturers, retailers)

The Data Analyst will work closely with the broader team to ensure KPIs performance and other key insights are effectively socialised with the broader Digital UK and Freeview team.

RESPONSIBILITIES

Responsibilities will include:

- Processing and reporting on internal and external data
- Developing and maintaining in-house repositories of performance vs KPIs and other key monitoring indicators (including broader audience and TV market metrics)
- Using insights generated from relevant data sources to contribute to Digital UK and Freeview Board papers and presentations
- Conducting own analysis using data manipulation (e.g. Askia/SPSS analysis)
- Monitoring and sharing market information as appropriate with Freeview and Digital UK teams
- Supporting the broader Strategy and Research team in scoping, commissioning and disseminating insights from ad-hoc consumer research projects.

SKILLS AND EXPERIENCE REQUIRED

The ideal candidate will have at least 2 years' experience working in an analytics / insight function (either client- or agency side), and be able to demonstrate the following:

- Experience and proven ability in collating, managing and making sense of large amounts of data from a variety of sources
- Ability to tell stories through data
- Ability to recognise and flag to other team members the value and limitations of any single data source
- Excellent analysis and communications skills
- Understanding of consumer research techniques
- Proficient in MS Excel and PowerPoint
- Strong passion for IT essential.

Desirable

- Experience in commissioning research desirable
- Experience in the use of other data visualisation software desirable
- Experience in developing forecasts desirable
- Experience in the TV sector desirable.

PERSONAL ATTRIBUTES

- Committed, proactive and driven to deliver
- Collaborative and always supportive with colleagues
- Well organised, responsive, with exceptional attention to detail
- Resilient and able to deal with set backs
- Thrives on working in a demanding and dynamic small company
- Relishes the opportunity to expand the breadth of their skills and knowledge
- Able to work with a wide range of people, of different seniority levels, inside and outside the company
- Shows initiative and flexibility, even when working under pressure
- Balances curiosity, critical thinking and can-do attitude. Questions assertions not grounded in data and evidence, while always being positive towards new ideas and embracing opportunities to make things better.

KEY COMPETENCIES

Problem Solving and Creative Thinking – Ability to transform creative ideas into practical reality. Can look at existing situations and problems in novel ways and come up with creative solutions.

Analytical Thinking – Able to simplify complex problems or projects into component parts, and evaluate them systematically. Able to identify causal relationships, and construct frameworks, for problem solving and development.

Collaborative Stakeholder Management – Ability to build and maintain effective working relationships across different stakeholders.

Communication – Effective communication and able to get one's message understood clearly with respect. Good listening skills.

Planning and Organising – Able to think ahead in order to establish an efficient and appropriate course of action for self and others. Prioritises and plans activities taking account of all relevant issues and factors such as deadlines, staffing and resource requirements.

Central London, Fitzrovia