

Job Description

Job Title: Senior Data Analyst

Reports to: Search Manager

Responsibilities

The Senior Data Analyst is responsible for reporting and providing insight using web analytics methods and other data mining techniques. The Senior Data Analyst will support the New Business, Search and Account teams providing accurate, timely and relevant data analysis to meet their diverse requirements. The Senior Data Analyst will also work closely with internal teams to generate ongoing reports that can identify user behaviour patterns.

This includes:

- Data analysis and research
- Producing useful insight and valuable information from various raw data sources
- Evaluating website or intranet performance
- Designing and maintaining processes for measurement, tracking, reporting and analysing traffic and user experience
- Recognising and extracting critical indicators from large and complex data sets and being able to interpret and express those indicators in a business context
- Undertaking social media monitoring and reporting
- Understanding clients' information needs, business objectives and market sectors and implementing appropriate data analysis strategies
- Producing highly intuitive reports for other Redweb staff in order to enhance our client relationships and Redweb's position as a strategic partner to clients
- Line management of other analytics staff
- Using a variety of statistical techniques and software to provide the most effective data. These include:
 - Webtrends
 - Omniture
 - Coremetrics
 - Google Analytics
 - Nedstat
 - Radian6
- Supporting tender writing activities
- Liaising with suppliers where necessary for the completion of data analysis, research output and reports

Project level

- Ensuring adherence to individual procedures and process including adherence to Redweb's ISO standards
- Maintaining the quality of data analysis, research output and reporting, and ensuring that everything produced by the Data Analysis team meets specified requirements
- Providing suitable updates to internal and external clients on the status of ongoing work
- Collaborating effectively with other teams to ensure that clients receive a coherent service

Client level

The Senior Data Analyst will assist the new business, search and account teams to support client requirements. This will include:

- Communicating directly with clients to clarify requirements or present research findings
- Ensuring a good level of communication and effective working relationships between Redweb's existing and potential clients

Internal

The Senior Data Analyst will ensure that each Data Analysis team member is suitably trained and developed to undertake their duties. This will include:

- Ensuring their adherence to Redweb's processes and procedures
- Escalation of any issues to the Search Manager or a Director where necessary
- Ensuring their adherence to Redweb's internal procedures including ISO 9001, ISO27001 and ISO14001

In addition, the Senior Data Analyst will be responsible for the continued development of Redweb's data services.

- Assisting with the definition of new data analysis, research or reporting services
- Assisting with the maintenance of the service catalogue
- Identification of opportunities to improve the data analysis service and output

Data analysis

The Senior Data Analyst will ensure that Redweb delivers exemplary output by:

- Having a commitment to excellence and ensuring the high quality of all work delivered by the Data Analysis team
- Having strong problem-solving and analytical skills
- Championing new technologies and their use within Redweb
- Being highly proficient in industry standard software
- Actively seeking to further departmental knowledge through training and experience
- Demonstrating a working knowledge of practices across the digital spectrum and in particular those applicable to clients' requirements

General

- Seeking open exchange of views on difficult issues
- Seeking and utilising feedback proactively
- Engaging proactively with diverse stakeholders to maximise the quality of decisions, not just to obtain buy-in
- Having a thorough knowledge of Redweb's processes and procedures
- Ensuring up-to-date industry knowledge through reading publications/journals and undertaking appropriate training and development
- Communicating effectively and professionally with clients and colleagues
- Identifying and reacting appropriately to events threatening plans
- Continually working to improve client satisfaction
- Identifying where you add value to the business and its products
- Understanding your role, obligations and responsibilities
- Talking to your line manager about any issues to prevent problems escalating
- Using your working time both efficiently and effectively to the benefit of the company
- Keeping your workspace and environment clean and tidy
- Limiting the impact of Redweb on the environment by understanding and supporting the policies, programmes and procedures described in our ISO14001 Environmental Management System
- Understanding and complying with Redweb's HR and Company policies as defined on

the intranet

- Ensuring an understanding of the Redweb Quality policy and adhere to the relevant sections of our ISO9001:2000 procedures
- Protecting information and confidentiality of Redweb and its clients by adhering to and understanding the relevant sections of our Information Security Management System, ISO27001
- Keeping Redweb legal
- Undertaking other reasonable duties as defined by the company

Person Specification – Senior Data Analyst

Qualifications and Training	Essential	Desirable
Educated to degree/HND level or equivalent.		X
Demonstrate a high level of achievement and competence in similar work	X	

Experience	Essential	Desirable
Have proven extensive relevant experience in understanding data analysis and research functions	X	
Experience of working in a Digital Agency environment		X
Having proven experience of working in a fast-moving environment where ability to deliver is paramount	X	
Experience of liaising with clients and key stakeholders.	X	
Experience evaluating website performance using web analytics methods and other data mining techniques	X	

Skills and Knowledge	Essential	Desirable
Knowledge of data quality measurements methodology and reporting tools	X	
A good knowledge of the current statistical methods and data/web analysis software	X	
A solid understanding of appropriate data sources	X	
Ability to deliver accurate, relevant and timely information based on solid research	X	
Demonstrate a thorough knowledge of the specific processes and procedures.	X	
Have financial awareness and be able to assess the commercial viability of data analysis and research		X
Having excellent organisational skill and superior attention to detail	X	
Be familiar with ISO quality systems or similar		X

Other	Essential	Desirable
Ability to present effective high level solutions to clients and colleagues.	X	
Having excellent written, verbal and interpersonal communications skills and the ability to interact comfortably, both internally to the company and externally	X	

Effective time management and organisational skills.	X	
Ability to identify problems and provide effective solutions.	X	
Ability to transform vision into reality		X

Disposition and Motivation	Essential	Desirable
Ability to handle interruptions and unreasonable demands.	X	
Ability to promote a vibrant and positive working environment.		X
Be well presented.	X	
Capacity to work individually without supervision	X	
Capacity to work effectively within a team	X	
Demonstrate the ability to be assertive.	X	
Demonstrate a professional and courteous attitude to clients and colleagues. Be able to maximise a team/cohesive approach by working closely with all colleagues.	X	
Willingness to undertake training and development to enhance ability within the role	X	
Flexible, creative, innovative	X	
Committed to equal opportunities	X	

Job Circumstances	Essential	Desirable
Willing to undertake a security check appropriate to the role.	X	
Willing and available to work outside of normal working hours as required to fulfil the duties of the post.	X	
Willingness to undertake travel as required to fulfil the duties of the post.	X	