



## Job Description

Post: Senior Data Analyst

Reports to: Head of User Experience (UX)

### **Responsibilities**

The Senior Data Analyst is responsible for producing valuable client information (e.g. evaluating website performance) using web analytics methods and other data mining techniques. The post-holder will support the new business, search and account teams providing accurate, timely and relevant data analysis and insight to meet their diverse requirements. The Senior Data Analyst will also work closely with internal teams to generate ongoing reports that can identify customer behaviour patterns.

This includes:

- Responding to requests for data analysis and research
- Producing useful insight and valuable information from various raw data sources
- Recognising and extracting critical indicators from large and complex data sets and being able to interpret and express those indicators in a business context
- Evaluating, maintaining and optimising website or intranet performance
- Designing and maintaining processes for measurement, tracking, reporting and analysing traffic and customer 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 the information needs, the business objectives and the market sectors of the client 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 (specifically Webtrends, Omniture, Coremetrics, Google Analytics, Nedstat,

Radian6)

- Supporting tender writing activities
- Assisting with the definition of new data analysis, research or reporting services
- Communicating directly with clients to clarify requirements or present research findings
- Ensuring a good level of communication and effective working relationships between Redweb existing or potential clients
- Liaising with suppliers where necessary for the completion of data analysis, research output and reports
- Assisting with the maintenance of the service catalogue
- Collaborating effectively with other Redweb staff (e.g. Client Director, account teams) to ensure our clients receive an coherent service
- Supporting and liaising with the new business, search and account teams, particularly regarding client development opportunities.

### **Project level**

The Senior Data Analyst will have responsibility for data analysis, research output and reporting functions, including:

- Ensuring adherence to individual procedures and process including adherence to Redweb's ISO standards
- Maintaining the quality of data analysis, research output and reporting undertaken to ensure it meets the specified requirements
- Ensuring suitable communication/updates are being provided to internal and external clients on the status of ongoing work
- Identification of opportunities to improve the data analysis service and output.

### **Client level**

- The Senior Data Analyst will assist and communicate with the new business, search and account teams to support client requirements.

### **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 Head of UX or Client Services Director where

necessary

- Ensuring their adherence to Redweb's internal procedures including ISO 9001, ISO27001 and ISO14001.

### **Data analysis**

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

- Having an ability to create reports to a high standard
- Having a commitment to excellence
- Having strong problem-solving and analytical skills
- Making a high level contribution in areas such as technologies and/or processes
- Promoting and/or 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 and opportunities across the digital spectrum and in particular those applicable to clients' requirements
- Having a thorough knowledge of Redweb's processes and procedures.

### **General**

- Seeking open exchange of views on difficult issues
- Articulate in questioning underlying assumptions
- Seeking and utilising feedback proactively
- Engaging proactively with diverse stakeholders to maximise the quality of decisions, not just to obtain buy-in
- Ensuring an up-to-date industry knowledge through reading publications/journals and undertaking appropriate training and development
- Communicating proactively and professionally with clients and your 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

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

<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>
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	

<b>Skills and Knowledge</b>	<b>Essential</b>	<b>Desirable</b>
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

<b>Other</b>	<b>Essential</b>	<b>Desirable</b>

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

<b>Disposition and Motivation</b>	<b>Essential</b>	<b>Desirable</b>
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	

<b>Job Circumstances</b>	<b>Essential</b>	<b>Desirable</b>
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	