

JOB DESCRIPTION



CAMPAIGN TYPE:	Concurrent
JOB TITLE:	Senior Data Analyst (Marketing and Audiences)
PAYBAND:	B1
PAY RANGE:	£37,510 – £43,361 per annum (Appointment will normally be made at the minimum of the pay range)
TEAM:	Communications and Audiences
SECTION:	Participation
REPORTS TO:	Senior Marketing Manager
NUMBER OF POSTS:	1
HOURS:	Full time, 36 hours per week
CONTRACT TYPE/DURATION:	Permanent
ISSUE DATE:	17 May 2019
CLOSING DATE:	2 June 2019 at 23:55

The UK Parliament

The UK Parliament works at the heart of the UK democratic process, playing the leading role in checking and challenging Government, making and shaping laws, and debating and agreeing UK citizens' rights, responsibilities and freedoms.

Parliament has two Houses that bring local voices and expert opinion together; the House of Commons and the House of Lords. Much of the work of Parliament takes place at the Palace of Westminster, a World Heritage site. Over 2,000 people work impartially behind the scenes to support the democratic process; from facilitating Chamber and committee business to estates management, security, catering, communications, digital services, public engagement and more.

The UK Parliament is committed to equality and diversity. Our aim is to build a diverse, dedicated and high-performing workforce to keep Parliament running smoothly and to support a thriving parliamentary democracy.

Job introduction

We are looking for a Senior Data Analyst to join the UK Parliament's Participation Marketing Team and lead on the development of data driven marketing strategies to increase overall MROI including consumer segmentation, channel contribution, marketing optimisation and data management.

This is a new role in a dedicated marketing team that has been created to meet the marketing and promotional needs of the two main delivery areas for the Participation Team: Visitor Services & Retail and Education & Engagement.

This role will have the unique opportunity to build a new analytical infrastructure and shape the overall data and analytics strategy.

As a new role, the post-holder will bring knowledge and expertise in various analyst tools to the team. Using both internal and external data sources they will build a full picture of Participation's public engagement work throughout the UK, and audiences reached – presenting this data to stakeholders in a visually stimulating way.

There will be a focus on mining audience data sets due to the expansion of our public engagement activities – reaching over 1 million people every year – using data to identify who Participation's current audiences are in order to aid future marketing strategies to target disengaged audiences.

With a new focus on digital paid media and proven ROI within the marketing team, the post-holder will provide crucial data in targeting during campaign set-up, and evaluation and analysis upon campaign completion – interpreting the results and the impact on the activity of the department.

These activities include public tours of Westminster Hall, House of Commons and House of Lords, and education and engagement workshops in our world-class education facility onsite and throughout the UK via our Community and Education Outreach Officers.

About the Participation Team

The Participation Team seeks to open-up Parliament to the public. We reach out to communities and audiences across the UK, promoting understanding of the role and relevance of both Houses, encouraging people to get involved and empowering citizens to have a voice.

We deliver the public engagement objectives of both the House of Commons and the House of Lords through a focus on achieving increased relevance and understanding of Parliament, active and engaged citizens, a UK wide presence and increased evidence of impact.

The Participation Team consists of 4 core teams - Education & Engagement, Visitor Services & Retail, Strategy and Communications & Audiences.

Key stakeholder relationships

- Visitor Services and Retail, Participation
- Education and Engagement, Participation
- Strategy team, Participation
- Evaluation and Insights, Research and Information
- Marketing and communications professionals across Parliament

Management responsibility

None

Location

This post will be located on the Parliamentary Estate, Westminster, London.

Security

Successful candidates will be required to complete pre-employment checks. This includes security vetting to Counter Terrorist Check (CTC) level unless otherwise specified. All successful candidates are required to pass these checks before an offer can be confirmed.

Applicants should be aware that if they have resided outside of the UK for a total of more than two of the last five years they are not eligible for vetting.

Please visit: www.parliament.uk/documents/PSD-Security-Vetting-booklet.pdf for further information.

Hours

Consideration will be given to candidates who wish to work part-time or as part of a job share. If you are selected for interview please inform the panel of the days/hours you are available to work

Net conditioned full-time working hours for staff of the House are usually 36 per week. This excludes daily meal breaks of one hour.

The exact daily times of attendance will be agreed with line management.

For further information:

Candidates should refer to the House of Commons careers website www.parliament.uk/about/working/jobs/ or contact recruitment@parliament.uk or 020 7219 6011.

Application and selection process

We will conduct a sift-based on the criteria set out in the skills and experience section, and successful candidates will be invited to attend a competency-based interview.

Qualifications

There are no mandatory qualifications for this role.

Key responsibilities

- Identify current gaps in data collection, management and analysis within Participation, and plan methods to introduce new tools to the department
- Use data analytics to drive evidence-based decision-making, improve customer experience and optimise operational efficiency
- Liaise with key stake-holders to understand organisational goals and identify analysis projects to support these goals
- Collect and analyse audience data from different platforms and data sets (CRM, social tools, external data sources, GA....etc)
- Collect, organise and synthesise the different types of data in order to better appreciate audience expectations and usage behaviours
- Design and build scalable reports and dashboards to monitor critical metrics, highlight areas of improvement, and influence marketing strategy
- Work cross-functionally to identify and address analytics tracking, tooling, attribution modelling, and infrastructure challenges
- Run and manage regular reporting and post-campaign analysis for all campaigns (including social), and deliver actionable insights and recommendations from this to the marketing team
- To validate analytics implementations before any new product release, ensuring the correct data points are being captured
- To mine and analyse large datasets, draw valid inferences and present them successfully to management using a reporting tool with data in charts, graphs, tables dashboards, etc
- To run pro-active deep dive analysis (e.g. user journeys and running content experiments) and present actionable recommendations based on customer behaviour that can be applied to improve products and the greater business

SKILLS AND EXPERIENCE	APPLICATION FORM	TEST / EXERCISE	INTERVIEW
CRITERIA 1 Significant experience of producing data analysis relevant to an operational business – manipulating both internal (e.g CRM) and external (e.g Mosaic) data sources against strategic department needs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CRITERIA 2 Experience in creating data driven audience persona's based on gender, location, lifestyles, attitudes, self-perceptions and interests	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CRITERIA 3 Experience in producing summary level information of large, sometimes complicated data sets for multiple stakeholders often within short time scales	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CRITERIA 4 Demonstrable experience and familiarity with data warehouses and BI platforms; including metric creation, report/dashboard/ visualization development and scheduling	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CRITERIA 5 Experience of building relationships with internal and external partners to seek new ways of gathering and analysing data and promoting best practice	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CRITERIA 6 Experience of working within a Marketing team, with knowledge and understanding of the development of campaigns, CRM, social media, advertising, brand, digital, and the impact Insight has on these functions	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>