Digital Data and Analytics Lead

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| **Post Details** |  |
| Job title: | Digital Data and Analytics Lead |
| Department / Location: | Abellio UK |
| Last updated: | September 2019 |
| **Reports to:** | Digital Product Owner |
| **Main purpose job:** | Responsible for leading the development of digital customer analytics, including the creation of a roadmap for advanced analysis, predictive modelling and data. Set the direction and standards for data driven decision making within the digital product space. |

1. Dimensions of role

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| Post details |  |
| Financial/budget accountabilities:  *(Insert details such as size of budget this post is directly responsible for, the delegated authority levels for expenditure, the nature and size of any influence on other financial areas e.g. revenue generated.)* | Direct: Agreed project budget during build phase of digital product.  Agreed budget post live implementation to support delivery of backlog requirements  Delegated financial authority: NA  Indirect: Influence over backlog of new functionality and  associated budget |
| Staff responsibilities:  *(Insert details such as number of direct reports, their job titles or key role of each report, the size and nature and level of influence on any other population e.g. consultants, technical support.)* | Direct: 1 – Technical data analyst  Indirect: Working across a multi-disciplinary development team of 6-10 individuals, delivering according to ‘Agile’ principles. |
| Any other statistical data:  *(Insert any other significant facts (and figures) that help to describe the size and scope of the role.)* | The role will also help set the Abellio standard for how data analytics drives decision making across the group. |

1. Key accountabilities/responsibilities

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| As an expert in Digital Analytics, you will work across our operating companies, spotting opportunities to improve insight, efficiency and revenue through our digital infrastructure.  This hands-on role, will require you to build strong working relationships across a number of internal teams, supporting work with existing teams to drive the roadmap for personalization, as well as understanding the customer interactions across our online estate and working with our media teams to optimize targeting and spend.  Responsible for data roadmap and strategy, including prioritising development activity within the digital product programme  Responsible for data governance, including managing data access and setting data KPIs within the digital product programme  Work with Product Management team to identify and manage data requirements for omni-channel development roadmap  Educate users across the business in data and visualisation tools and best practices  Delivering advanced analysis, including Web Analytics capabilities |

1. **Key behavioural indicators**

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| **Theme** | **Capability** | **Description** |
| **Personal**  **Drive** | **Achiever** | An ambitious and confident individuals who seeks challenge and takes pride in holding accountability for high impact, quality outcomes for themselves and for others. |
| **Inspirational** | An inspirational and visible leader with integrity who communicates with presence and influence. Has the benefit of self-awareness and empathy and generates commitment. |
| **Quality of Delivery** | **Commercial** | A goal-oriented individual who makes evidence-based decisions informed by common sense and commercial nous. Uses continuous improvement to enhance the customer experience. Possesses the resilience and determination to deliver to agreed plans. |
| **Strategic** | A forward-looking individual who sees the wood for the trees. Makes informed strategic decisions by evaluating a variety of ideas and approaches to achieve sustainable success. Creates organisational flexibility and agility in response to an uncertain environment. |
| **Leading**  **People** | **Trusted** | An engaging individual who is respected and respects others. Engenders loyalty and embeds a high performing culture. |
| **Collaborative** | An authentic Individual who creates and maintains effective relationships across the business and with key stakeholders and partners. Guided by strong ethical principles. |

1. **Person specification**

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| **Person Specification** | **Essential** | **Desirable** |
| **Attainments:** education, qualifications & training requirements | Experience running / managing omni-channel data within another large retailer / brand.  Experience leading projects to deliver advanced insights, engaging multiple stakeholders across business and technology.  Experience working with cloud-based data lake and selecting analysis and visualisation tools.  Experience managing a team.  Experience managing performance dashboards.  Experience of working in multi-disciplinary teams and delivering to Agile / SCRUM methodology. |  |
| **Abilities:** skills & aptitudes required | Excellent communications skills  Ability to engage colleagues and stakeholders  Proven ability to build a strong collaborative network across stakeholders  Experience analysing data using relatively advanced methods / tools (e.g. Alteryx) |  |
| **General intelligence:** experience & knowledge capabilities | Senior level experience dealing with and talking to senior representatives of organisations  Experience in representing organisations at meetings  Ability to quantify costs and benefits of business cases for specific Customer Experience improvements and initiatives |  |
| **Personal circumstances/wellbeing requirements:** e.g. travel, flexibility, health | Should be prepared / able to travel in UK. |  |

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| **Job Holders Comments** | **Line Managers Comments** |
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| **Job holder’s signature and date:** | **Line manager’s signature and date:** |