Data Analyst
70 Whitehall, London

Website Cabinet Office
The centre of the UK government for 100 years. We support the Prime Minister & make sure the government runs effectively

Cabinet Office, Whitehall – £ 30,722 – £ 38,484

ABOUT THE CABINET OFFICE
The Cabinet Office and Number 10, alongside HM Treasury, form the government’s corporate centre, co-ordinating policy and promoting efficiency and reform. Our purpose is to make government greater than the sum of its parts by providing challenge, support and expertise. In doing this we must focus only on what is most efficiently and effectively done at the centre. This includes supporting the Prime Minister, co-ordinating intelligence and security, leading digital transformation, providing expert support to departments and agencies and improving Civil Service capability and effectiveness. The Cabinet Office will also continue to improve the effective running of the department to facilitate the implementation of cross-government priorities.

BACKGROUND TO THIS ROLE
Government Communication Service
The GCS central unit is at the very heart of government and spans Cabinet Office and 10 Downing Street. We lead on the Prime Minister’s priority campaigns, both domestic and international, including the research and insight that supports them. We make sure everyone working in government communications is on the path to becoming world class. We are always looking for new trends in the market, academics and thought leaders we can learn from and a range of other opportunities to define what world class looks like and how to reach it. Where possible we learn from and share best practice with colleagues around the world. We are responsible for approving the whole of government’s marketing spend and support departments to deliver the best possible outcomes. We work closely with marketing, PR, Digital and other agencies to help us deliver and improve our work.

We work together as one team to deliver communications that improves, changes and saves lives, at home and abroad.

Information about the Cabinet Office can be found by visiting www.cabinet-office.gov.uk

Work of the DATA team
The cross-government Digital Audience Targeting and Analysis team is a small multi-disciplinary unit based jointly in the Prime Minister’s Office and the Cabinet Office that applies ethical standards to research of publicly available data. With experts drawn from a wide range of digital, data and communications disciplines, the team provides insight and analysis, audience segmentation and paid-for targeting underpinned by real-time analytics and modelling. This agile team continually strives to produce increasingly sophisticated analysis, targeting and insight by harnessing the wide variety, velocity and volume of communications data. All work operates within a strict code of conduct and transparency.
THE ROLE

As a Data Analyst in the DATA team you will form part of a small, agile team that delivers robust analytical insights and innovative solutions for strategic communication. We are looking for a curious and enthusiastic data analyst to work on the exploration, structuring, processing, and analysing of varied sets of communications data. Your work will focus on delivering high-value projects that improve audience insights and drive efficiencies. You will be working in a multi-disciplinary team of data scientists and data engineer, developers and communication experts to deliver world-class analytical and modelling capabilities which will underpin strategic decision-making and optimise performance.

Using your enthusiasm, experience and analytical mindset, you will have the opportunity to form part of the team that designs and develops one of the most exciting and efficient platforms enabling large scale data analytics and modelling capability for key priority areas. With creativity and curiosity in digital behavioural signals and digital targeting, you provide reports and design automated systems that facilitate data-driven decisions, and develop real-time dashboards that visualise information and turn numbers into intuitive actionable insight. If you love finding ways of using data to build better products and solve problems, we’d love to talk with you.

The role of data and technology in government is developing quickly and you will play a part in shaping the future direction. We are looking for candidates who can help government learn and adapt to new techniques and innovate. Knowledge sharing and quality control are important aspects of the team’s success, and you will champion best practices through leading by example. As well as your existing knowledge, experience and enthusiasm in data analysis techniques, we want people who are proactive in seeking to learn more and will support others in developing new skills.

Working with people from a vast array of disciplines across Whitehall and beyond, you’ll use your skills to influence the future of data and digital technology of government communications. Working in the team will give you an insight into the complex, fast paced and exciting world of central government. This is an exciting and challenging role for those looking to deliver technological change against a background of organisational transformation, as well as an opportunity to make a real difference to people’s lives by delivering great data products at a scale.

MAIN RESPONSIBILITIES

- Part of a multi-disciplinary team, you will deliver end-to-end projects which see the discovery of insights via robust analysis of structured and unstructured data sources
- You will help evaluate and propose effective KPIs for a wide variety of communication activities, analysing and modelling drivers of success
- You will be designing, creating, and sourcing dashboards with static and dynamic data sources from e.g. spreadsheets, relational databases and APIs
- Design and deliver periodic analytics reports of varying depths and complexity, adapting the language and actionable insight to the reader
- You will be encouraged to search for new data sources that can enrich the data analytics insights and interesting ad-hoc deep dives
- Define and document measurement specifications and implementation requirements
- Explore digital optimisation approaches to improve data-driven insights, such as tagging strategies, A/B testing, etc
- Contribute to the strong collaborative working environment within the team, and interact positively with stakeholders to build community, capability and credibility
• Keep abreast of wider landscape and emerging trends in digital analytics, audience targeting and digital communication

COMPETENCIES
We’ll assess you against these competencies during the selection process:

• Leading and communicating
• Building capability for all
• Delivering at pace
• Delivering value for money
• Making effective decisions
• Changing and improving

How to Apply:
For further information about the roles and to apply please follow the link below.

Closing Date: 7th July 2017

The Cabinet Office are equal opportunity employers and positively encourage applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity. All information that we hold concerning you will be held and processed by The Cabinet Office strictly in accordance with the provisions of the Data Protection Act 1998.

Such data will be used by Cabinet Office to administer the Recruitment Campaign. The Cabinet Office will not supply any information you have passed to us to any third parties without your consent except where (1) such transfer is a necessary part of the activities we undertake, or (2) we are required to do so by operation of law.

As an individual, you have a right under the Data Protection Act 1998 to obtain information from us, including a description of the data that we hold on you. Should you have any queries concerning this right, please contact our Data Protection Officer.