Data Analyst

London, United Kingdom

BBC Worldwide

Now on its 10th year, record breaking bbcgoodfood.com is the UK’s best-loved, most visited food site. All our teams, from product and development to editorial, work closely together to produce outstanding digital products, where we constantly innovate, with our audiences always at the centre of what we do.

Data is key to our decision making process, and this new position will involve working closely with the product and content teams to make sure we continue to be market leaders. You’ll be responsible for leading on all data reporting, helping to influence decision-making.

Accountabilities

Reporting to both Product Manager and Head of Digital Content, the data analyst will have reporting and analysis responsibilities, which will influence both editorial content and product development across BBC Good Food digital properties. Proven analytical capability, with curiosity and interest in analysing data, and ability to dig deep and go beyond the out of the box reporting. Being a good communicator capable of working effectively across the different teams is central to this role.

Key responsibilities will include:

- Monitor performance of bbcgoodfood.com to identify opportunities to improve the user experience and the site’s key performance indicators
- Work across multiple digital properties, including website, apps, Google AMP and social media channels.
- Understand the target customer and ensure we are optimising the online experience to meet and exceed their needs.
- Ability to query and combine large data sets
- Monitor analytics to give business insights in form of actionable points
- Ability to set up goals and other tools to measure KPIs and to help the constant improvement of our products
- Generate and disseminate reporting to ensure the wider team is aware of performance trends via dashboards and alerting tools
- Lead on A/B and MV testing to support design and product development
- Use analytical tools to find patterns and behaviours that could be explored; feedback on gaps and pain points
- Advise on analytics implementation and make sure tracking is fit for purpose (analytics hygiene)
- Data visualisation
- Ability to structure data to make it possible for it to be used in infographics and editorial data tools
- Sourcing and curate 3rd party data
- Passion for digital products and emerging technologies
**Knowledge & Skills**

Demonstrate the following key experience and skillsets:

- The ideal candidate will have at least three years’ experience working as a data analyst or equivalent on a digital platform.
- Advanced knowledge of web analytics tools, preferably Google Analytics 360
- Report automation
- Good command of SQL
- Experience setting up and using A/B and multivariate testing tools such as Optimizely, VWO and Maximizer
- Self-starter, happy to lead projects on their own
- Experience working alongside editors and designers to make data visualisations
- Comfortable presenting findings and engaging with stakeholders
- Data visualisation – Tableau etc. for GA Big Query is advantageous
- An understanding of data protection and interest in food is desirable

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