



JOB DESCRIPTION CONTENT

Job title	Data & Insight Manager
Location	Based at Norwich with travel across the Group as necessary. The Company reserves the right at anytime to require you to work at a different location in our circulation area, either on a temporary or permanent basis, on giving you reasonable notice of this requirement.
Reference number	
Reporting relationships / organisation chart	This position reports to the Data & Insight Director who in turn reports to the Executive Director of Digital, Data & Insight, Archant Community Media Limited.
Job purpose	<p>The main purpose of the job is to:</p> <ul style="list-style-type: none"> Managing a small team you will develop a suite of professional data services both internally and to external clients. Creating efficiencies and delivering actionable insight which aids decision making
Job dimensions	<ul style="list-style-type: none"> Complexity of the role – Managing multiple work streams and associated points of failure. Tracking and Reporting on all activity. Impact on Archant – the potential cost of poor performance would be falling audience, revenues or profits and credibility for the business units or brands.
Main responsibilities	<ul style="list-style-type: none"> Scope out and deliver a suite of professional data services to support the wider commercial business Work closely with the commercial teams to identify and explore opportunities to use data to increase efficiencies and provide new opportunities. Promote best practice of data cleanliness, timeliness and accuracy across functions. Use data visualisation tools to bring complex data to life, making it actionable and easy to consume for all Work with all areas of the business to grow, enrich and maintain a best in class first party dataset complying with all aspects of GDPR
Working relationships	<ul style="list-style-type: none"> Internal:- All areas of the business as required External:- 118 Information, TDP, Equinity, Adobe Omniture
Health and safety	All employees must observe and comply with Archant’s policies and procedures for health and safety
Equal opportunities statement	All employees must observe and continually promote equal opportunities and customer care in compliance with Archant’s aims and objectives.
Job description	Signed:..... Signed:.....

agreement	Data & Insight Manager	Data & Insight Director
	Date:	Date:



PERSON SPECIFICATION

Job title: Data & Insight Manager

Location: Norwich

Job ref no:

	ESSENTIAL CRITERIA	METHOD OF ASSESSMENT
Qualifications and/or education level attained	<ul style="list-style-type: none"> The individual's intellectual strength should be demonstrated by his or her record of achievement. 	AF/C.V.
Experience	<ul style="list-style-type: none"> Experience and understanding of data segmentation. Proven track record of supporting and adding value to business projects Demonstrable delivery of valuable segments which has resulted in commercialisation of intelligent targeting. Demonstrable ability to work in a fast-paced, organisation and have built strong trust-based relationships with internal colleagues. Well-developed analytical and insight skills, adept at analysing large amounts of detailed information, identifying trends and opportunities. Proven track record of delivering projects on time and to budget. Experience in managing people 	AF/C.V./Interview
Skills & Knowledge	<ul style="list-style-type: none"> Understanding of data manipulation and analysis tools and techniques such as modelling and segmentation and how they should be applied. Understanding of the customer lifecycle journey. 	AF/C.V./Interview
Work related attributes and competencies	<ul style="list-style-type: none"> Ability to couple intellect with strong insight and a hands on approach. Ability to tell stories with data to a range of stakeholders using visualisation tools Ability to work with people at all levels, with core communication skills (both written and oral) and a strong attention to detail. Able to perform in a fast paced, highly pressurised environment. Strong commercial focus; external awareness of market/industry/regulatory issues 	AF/C.V./Interview

- Technical acumen and passion for working alongside developers and IT specialists – both hardware and software
- Sound Project Management skills, planning and implementing multiple work streams, able to manage multiple priorities, identify critical path activities, and resolve resource constraints.
- Good team player & Leader
- Passionate and a self-starter