Job Description

Data Analyst
Audience Data & Insights

Reports to: Data Science Lead
Direct reports to this position: n/a

SBS Values, Vision and Purpose
The Data Analyst in the Audience Data and Insights Team is responsible for undertaking their work in a way that reflects SBS's Charter, Vision and Values and complies with relevant SBS policies, procedures and practices. At SBS, we expect you to be audience obsessed, be bold and brave, embrace difference, participate fully and ensure that we look out for one another. We are all working together to fulfil SBS's purpose and create a more cohesive society.

Division Purpose – AD&I
The Audience Data & Insights Team sits in Group Marketing Division. The team is expanding, as we evolve the work we do, paving the way for SBS's audience-led, data driven transformation, for the benefit of all Australians. A team of passionate and curious people, we strive through creating opportunities through insights to tell stories.

Role Purpose
The Digital Data Analyst plays a pivotal role in the Data Science team. This role will work across all business units to understand, analyse, visualise and report on digital audience data. This role will interface with Database Engineering, Audience Data Engineering, Software Engineering, Content, Product and Publishing teams providing accessible and actionable data and insights from complex owned and acquired datasets. The Digital Data Analyst is responsible for understanding the data, and for democratising the use of the data across all SBS for decision making and content development. This responsibility will be achieved through sophisticated data wrangling and querying, narrative based visualisations and the ability to bridge the gap between data and business requirements, and the development of scientific modelling to provide deeper analysis.

This role will work in iterative collaboration across the enterprise to provide analysis of audiences, content and user behaviour.

Main Responsibilities

Main tasks of the role
- Working collaboratively with internal stakeholders to design, develop and maintain regular reports and dashboards in Tableau and Adobe Analytics
- Innovate on existing workflows and data pipelines to deliver efficient and timely reports across several data providers and databases
- Define problems and scope solutions for your slate, understanding the business context of your work and the broader strategic direction of the company
- Conduct analysis and deep dives to make recommendations to business initiatives and collaborate with key stakeholders at various levels of management
- Be an internal subject matter expert for radio and podcasting data
- Partner with cross-functional teams to provide data governance and standards within existing and emerging architecture, improving data infrastructure for organisation-wide access and utilisation
- Assist in developing and designing models which will respond to business KPIs, enhancing consumption of content, and overall improvements in audience engagement
- Develop and maintain dimensional models from raw data tables, ensuring usability, scalability and business requirements
- Proactively seek opportunities to automate data and reporting to reduce human error and dependencies

Minimum requirements of the role
The ideal candidate for this role is a curious and passionate individual who has an affinity for telling data-driven narratives with a delightful excess of logic.

- Tertiary level qualifications in Data & Analytics, Statistics, Mathematics, other qualified field, or equivalent industry experience
- Good knowledge of data visualisation tools - Adobe Analytics & Tableau preferred
- Familiarity with database architecture, such as AWS and Snowflake preferred
- Proficient with SQL & Python
- Demonstrated statistical and analytical skills will be favourable
- Experience working within data enablement teams handling a wide range of audience data
- The ability to translate analysis into insights based on an understanding of audience behaviours, product roadmaps and overarching business strategy
- The ability to convert business questions into hypotheses to supply or workshop data-driven responses
- An eye for detail and a deep fluency in quantitative analysis with a passion for using data to drive outcomes
- Ability to work both independently and within an agile team environment
- Excellent oral, written and visual communication skills, particularly at explaining complex quantitative information to non-technical audiences & LOTE (language other than English) stakeholders
- Strong collaboration skills

Financial accountability
N/A

Key relationships with other roles and external stakeholders

- Audio Language Content Team
- Business Intelligence, Data Engineering
- Corporate Strategy
- Digital Marketing
- News, Sport & TV and Online Content Teams
- Product Owners (Streaming and Digital Platforms)
- Streaming and Digital Platforms

Key Capability

Capability	Level	Behaviour
Adaptability and Flexibility	Self	• Smoothly handles multiple demands and shifting priorities • Deals with interruptions positively • Modified approach to suit different people • Is open to different points of view • Copes with organisational change positively • Deals with a minimal degree of ambiguity in own role
Relationship Building	Self	• Establishes a connection with others • Builds friendly, warm relationships that are mutually beneficial • Maintains ongoing relationships that are mutually beneficial • Shares relevant information with others • Recognises the value of building and maintaining relationships • Helps others achieve common goals • Openly communicates with others
Influence and Persuasion	Self	• Uses reason, data, facts and figures to express ideas and opinions • Provides well-reasoned arguments • Presents features and benefits of an idea, plan, product or service • Is persuasive when required • Identifies points of agreement and/or disagreement • Clarifies understanding & seeks commitment • States own point of view whilst acknowledging & respecting the views of others
Innovation	Self	• Generates original solutions to problems • Contributes to creative thinking and ideas • Makes suggestions to refine current processes and procedures to create optimum efficiency • Participates in the implementation of new processes and procedures that improve current performance
Result Focus	Self	• Drives to meet objectives and standards • Identifies alternative possibilities when faced with obstacles • Stays focused on tasks that require considerable effort • Completes tasks within designated timeframe despite obstacles • Perseveres with routine and repetitive tasks without sacrificing quality or excellence
Learning Orientation	Self	• Takes part in organised learning and development opportunities • Recognises ideas that are similar to their own • Readily assimilates new information • Benefits from information and structured approaches to learning • Learns affectively from own experience, both positive and negative • Seeks feedback on own performance

Workplace Health & Safety

In relation to Work Health & Safety, you must comply with your safety responsibilities as detailed in relevant Acts, Regulations, Standards, Codes of Practice and the SBS Safety Management System (SMS)

All workers are required to:
• Take reasonable care for own safety and safety of others

- Co-operate with policies and procedures and directions from management with regards to health and safety
- Where hazards are identified, report them to line manager and take corrective action where able
- Report all work related incidents to line manager within 24 hours of occurrence
- Ensure workers, visitors and clients are:
    - made aware of their WH&S responsibilities
    - have received adequate safety induction and other WH&S information, instruction and training to enable them to conduct their work safely
    - follow safe work practices