

# Digital Optimisation Analyst Audience Data & Insights

Reports to: Data Science Lead

Direct reports to this position: n/a

## **SBS Values, Vision and Purpose**

*The [Digital Optimisation Analyst](#) 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**

*Bringing audiences to life so they are at the heart of everything we do.*

## **Role Purpose**

The Digital Optimisation Analyst is responsible for building digital experiments, statistically analysing the results, and reporting on A/B tests. In this role, you will work with key stakeholders across Streaming and Digital Products, Audience Data and Insights, and Audio & Language Content. You will be responsible for delivering the end-to-end processes on experimentation and optimising personalised experiences for our audiences. You will join a team that develops insights on audience behaviour to inform decision makers on how to increase audience engagement and consumption of SBS content.



## **Main Responsibilities**

### ***Main tasks of the role***

- Conduct data deep-dives and communicate actionable insights to stakeholder teams
- Build and maintain experimentation processes
- Collaborate with technical and product teams using Agile methodologies
- Identify and recommend data collection, data capability & data quality improvements
- Proactively identify use cases for experimentation to drive KPI's
- Work with internal teams to deliver the data science roadmap
- Be an internal subject matter expert on Audience Data & Digital Experimentation
- Drive uplift in audience engagement and consumptions metrics by continuously optimising digital experiences
- Collaborate with key stakeholders at various management levels

### ***Minimum requirements of the role***

- 3 -5 years of experience developing data science experiments, including A/B testing
- Ability to frame use cases into hypothesis-based tests
- Strong statistical and analysis skills
- Comfortable working with a variety of software languages – HTML, CSS, JavaScript, JSON, Python
- Experience working with both technical and digital product teams in an Agile environment
- Experience managing data-driven processes from project inception through to communicating insights and recommendations
- Self-starter with the ability to work independently in a constantly changing environment
- Excellent oral, written and visual communication skills, particularly at explaining complex quantitative information to non-technical audiences
- Strong collaboration skills
- Experience with Adobe Analytics and Adobe Target beneficial but not required.

### ***Financial accountability (Provide the budget/amount responsible for)***

n/a

### ***Key relationships with other roles and external stakeholders***

- SBS On Demand
- Streaming and Digital Products
- Audio Language and Content
- News & Current Affairs
- Sport



- Technology

| Key Capability                  |       |   |
|---------------------------------|-------|---|
| Capability                      | Level | Behaviour   |
| <u>Customer Focus</u>           | Self  | <ul style="list-style-type: none"> <li>• Follows through on customer/client inquiries, requests or complaints</li> <li>• Distributes useful and up to date information to the customer/client</li> <li>• Determines the needs of the customer/client through probing and listening</li> <li>• Provides friendly, helpful service to the customer/client</li> <li>• Makes sure there is a clear understanding of the customer/client's needs</li> <li>• Offers appropriate solutions to the customer/client</li> <li>• Prioritises work goals that impact the customer/client directly</li> <li>• Diffuses customer/client problems</li> </ul> |
| <u>Decision Making</u>          | Self  | <ul style="list-style-type: none"> <li>• Makes decisions in situations that are well defined</li> <li>• Makes decisions that impact own area of responsibility</li> <li>• Weighs up alternatives according to their likely impact</li> <li>• Weighs up alternatives according to their likely impact on others</li> <li>• Makes decisions in a timeframe appropriate to the work goal</li> <li>• Readily makes decisions when faced with unfamiliar circumstances</li> </ul>  |
| <u>Organisational Awareness</u> | Self  | <ul style="list-style-type: none"> <li>• Considers how their role impacts both the department and the business</li> <li>• Understands the impact of organisational policies/procedures on the department</li> <li>• Considers both the business and customer perspective on various issues</li> <li>• Identifies key drivers and commercial opportunities within their department</li> <li>• Uses financial reporting information to drive performance</li> </ul>   |
| <u>Relationship Building</u>    | Self  | <ul style="list-style-type: none"> <li>• Establishes a connection with others</li> <li>• Builds friendly, warm relationships that are mutually beneficial</li> <li>• Maintains ongoing relationships that are mutually beneficial</li> <li>• Shares relevant information with others</li> <li>• Recognises the value of building and maintaining relationships</li> <li>• Helps others achieve common goals</li> <li>• Openly communicates with others</li> </ul>   |
| <u>Result Focus</u>             | Self  | <ul style="list-style-type: none"> <li>• Drives to meet objectives and standards</li> <li>• Identifies alternative possibilities when faced with obstacles</li> </ul>   |



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|  |  | <ul style="list-style-type: none"><li>• Stays focused on tasks that require considerable effort</li><li>• Completes tasks within designated timeframe despite obstacles</li><li>• Perseveres with routine and repetitive tasks without sacrificing quality or excellence</li></ul> |
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## 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
- Cooperate 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