



ROYAL  
OPERA  
HOUSE

## **JOB DESCRIPTION**

**Title: Senior Digital Analyst**

**Reports to: Head of Analytics, CRM and Marketing**

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### **Main Purpose of the Job**

To understand the business objectives and strategic goals of the range of ROH digital services in order to deliver high-quality and insightful analysis in relation to those services, maximising the value of available data

To deliver analytical solutions and provide analysis and insight with regular reporting against defined and agreed objectives and to agreed timelines

To build and maintain excellent working relationships with all stakeholders and internal/external partners

To support the culture of data driven continuous improvement at the Royal Opera House.

### **Main Responsibilities**

Working to priorities set by the Head of Analytics, CRM and Marketing:

#### ***Understanding Business Objectives***

- Develop a good understanding of the business objectives and strategic goals for the range of ROH digital services and the data available; sources of data include but are not limited to: the ticketing system, Google Analytics, streaming and our social monitoring tool
- Understand progress made to date and objectives of all the different stakeholders
- Translate business requirements into well-defined analytical briefs that can be solved, and also respond to bespoke requests for data and analysis
- Ensure all initiatives and projects deliver high-quality and innovative analysis in relation to digital services and maximise the value of available data

#### ***Data Collection/Configuration***

- Deliver and improve data collection and configuration of web analytics and tagging
- Validate analytics configurations and contribute to overall web analytics protocols used across services
- Ensure trials and iterations are designed so that reliable and trustworthy evidence will be produced, and ensure findings are robust

- Work to all requirements for confidentiality, GDPR, security and any other department procedures as advised

### ***Tools, Techniques and Analysis***

- Provide leadership as an expert in digital performance analysis and the configuration and deployment of digital analytics solutions, particularly Google analytics
- Lead on the development of performance measurement frameworks for the website
- Innovate through using wider technologies (especially open source e.g. R, Python), fusing other data sources and new analytics techniques where it can support the value generated from digital analytics
- Work with colleagues in the Analytics team to develop the measurement strategy, as required

### ***Reporting and Insight***

- Deliver and improve performance reporting and analytical insight
- Deliver regular reporting and project reporting to agreed timelines
- Interpret A/B and multivariate testing to enable the effects of changes to the service to be tested and to support iterative improvements
- Provide statistical analysis, performance reporting and generating insight through compelling data stories

### ***Partnership working***

- Build and maintain strong relationships throughout the organization and with external partners
- Partner with the Digital Product team to deliver insight on an ongoing basis
- Ensure the Digital Product team have access to the best evidence possible for designing and optimising the service
- Share knowledge with the wider team and other parts of the organization with the analytics tools and processes at their disposal

### ***Continuous Improvement***

- Keep abreast of best practice, trends and new technologies relevant to the sector
- Manage own learning and continuous professional development relevant to the role
- Promote and contribute to a culture of innovation and continuous improvement
- Uphold ROH values and behaviours: Treat each other with **R**espect | **B**e **O**pen | **V**alue the **H**ighest Standards and support our goals in diversity and inclusion
- Promote and foster a culture of information sharing, collaborative working and cross-team working

## **PERSON SPECIFICATION**

### **Essential Knowledge, Skills and Experience**

#### ***Digital Analytics Tools***

Highly proficient or advanced user of the following tools and methods:

- A/B testing - Conversion rate optimisation and use of programs such as Google Optimize
- Advanced Excel
- Proficient in writing HTML, CSS, JavaScript
- Google Tag Manager (GTM)
  - Create custom data layers. experience in setting up within GTM including enhanced e-commerce

- o Understanding of Consent Management Platforms and how they affect tagging implementation
- Data Studio + experience of pulling data from various sources, not just from Google
- APIs and Google Apps Scripts, familiarity and application of them for various uses
- Hotjar / UX tool familiarity and experience with analysing UX to improve or troubleshoot conversion issues
- Ability to become fully compliant with GDPR, and any other compliance needs of the role

### **Analysis and Performance measurement**

- Experience in working with a range of tools to deliver robust analysis and reporting:
  - o Google Analytics and building performance measurement frameworks
  - o Able to develop code for automation of reporting and optimisation, eg. SQL/R/Python
  - o Strong data visualisation skills and experience with tools such as Tableau; able to demonstrate a curiosity to query data in a variety of ways to solve a business problem
- Proven ability of leading the development of performance measurement frameworks including key performance indicators (KPIs).
- A proven deep understanding of business goals and turning these into tangible performance measures
- The ability to understand commercial strategies and support these with relevant data driven insights and analysis
- Proven ability of creating and tailoring key performance metrics to create insightful and actionable digital dashboards, reports and presentations
- The ability to use data to challenge existing business logic and suggest suitable options

### **Communicating analysis and insight**

- Able to turn complex data into compelling, clear and actionable stories
- Knowledge of how to share data communication skills with the team and organisation
- Able to present analysis and visualisations in clear ways to communicate clear messages to all levels of technical ability
- Knowledge of how to give tactical and strategic recommendations, as well as how to best deliver positive and negative information to stakeholders

### **Project Management Skills**

- Good track record in delivering accurate, high quality work to deadlines and to required standards
- Strong time management skills and ability to gain good understanding of lead times needed to meet deadlines
- The ability to change course where required to meet changing business needs
- Consistent performance under pressure

### **Relationship Management**

- A track record of working effectively with multi-disciplinary teams and business owners
- Able to work with stakeholders to create an effective data brief and maintain communication throughout the analytical process to ensure the output is fit for purpose
- Ability to convey complex information in a compelling way to create understanding

### **Continuous Improvement**

- Ability to work to and support a culture of continuous improvement
- Commitment to delivering a high-quality service and high standard of work
- Commitment to managing own learning and continuous professional development relevant to the role

*This Job Description reflects the current situation. It does not preclude change or development that might be required in the future.*