



JOB DESCRIPTION

Title: Audience Data Analyst

Reports to: Senior Insight Manager

Main Purpose of the Job

To understand the business objectives and strategic goals of the Royal Ballet and Opera, particularly in relation to our audiences and ticket sales, in order to deliver high-quality data analysis.

To create and deliver insightful analysis, reports and dashboards, including regular reporting, against agreed objectives to enable strategic decision making

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

To work with the Pricing Strategy Manager to lead on our use of Tessitura and support automated analytics across the organisation

To champion and facilitate a culture of continuous improvement, innovation, and data-led decision making across RBO

Main Responsibilities

Working to priorities set by the Senior Insight Manager:

Understanding Business Objectives

- Translate business objectives and strategic goals into well-defined analytical briefs
- Deliver high-quality and innovative analysis to maximise the value of available data: sources of data include, but are not limited to, Tessitura, our ticketing/CRM system

Data Analysis

- Lead on KPIs and measurement frameworks for our ticket sales
- Support the development of audience insights to inform profiles, segments, lifetime value, and performance objectives
- Use data and insights to feed into the Product and Technology teams decision making process regarding new data sources, solutions and systems

- Ensure that data utilised in analysis and datasets is accurately formed and reported through careful, methodical review processes prior to communication
- Support and upskill the CRM team with segmentation and personalisation efforts
- Seek opportunities to innovate and increase the value of analysis through using wider technologies, new analytics techniques or combining data sets
- Ensure data consistency, accuracy and clear documentation of processes and results, including by contributing to a comprehensive Data Dictionary
- Work to all requirements for confidentiality, GDPR, security and any other department procedures as advised

Reporting and Insight

- Deliver regular reporting, analytical insight and project reporting to agreed timelines
- Generate insight through compelling data stories, visualising and presenting data to best highlight trends and opportunities
- Communicate insights from data analysis clearly and compellingly to influence strategic decision making and planning
- Clearly and effectively communicate in-depth and technical information for a variety of stakeholders, with differing technical abilities, both verbally and in writing
- Support stakeholders and team members in enabling automated and self-service reporting on audiences and sales
- Demonstrate a rigorous approach to sharing data analysis, ensuring the highest quality output and ensuring trust in the team's work in the wider organisation

Partnership working

- Develop strong relationships with internal stakeholders and external partners
- Ensure effective relationship management across all stakeholders and ensure regular communication on planned work and work in progress
- Develop strong and collaborative working relationships with the rest of the Analytics and Insights team

Continuous Improvement

- Keep abreast of relevant best practice, trends and new technologies
- Manage own learning and continuous professional development relevant to the role
- Contribute to a culture of innovation, data literacy and continuous improvement
- Promote and foster a culture of information sharing and cross-team working

PERSON SPECIFICATION

Essential Knowledge, Skills and Experience

Analysis and performance measurement

- Highly numerate and statistically literate with a high level of attention to detail.
- Proficient or advanced user of the following tools and methods:
 - o Excel, including how to interrogate data and use analytical formulas and functions (e.g. pivot tables, vlookup, summary formulas)
 - o Experience using SQL on complex datasets
 - o Familiarity with Tessitura and Tessitura Analytics is desirable
- Data visualisation skills and experience with tools such as PowerBI, Data Studio

- Experience working with data to build a holistic understanding of audience/customer behaviours and generate relevant data-driven insights and analysis
 - Experience working across multiple data sets would be desirable
 - Experience using R to manipulate and analyse data would also be desirable
- Ability to understand commercial strategies and business goals, and turn these into meaningful performance measures, including key performance indicators (KPIs)
- Ability to create insightful and actionable dashboards, reports and presentations
- Knowledge and understanding of GDPR/data protection legislation and best practice

Communicating analysis and insight

- Able to turn complex data into compelling, clear and actionable stories
- Able to present analysis and visualisations to communicate clear messages to all levels of technical ability (via reports, presentations, dashboards etc.)
- Experience giving tactical and strategic recommendations, and able to deliver positive and negative information to stakeholders

Project Management Skills

- Experience of delivering accurate, robust work to deadlines and required standards
- Strong time management skills and ability to understand lead times to meet deadlines
- Ability to consistently delivery at pace in a dynamic environment
- Flexibility and proactivity to adapt to changing priorities and workload and ability to effectively communicate changes to stakeholders

Relationship Management

- Experience 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

Continuous Improvement

- Ability to work to and support a culture of continuous improvement and data literacy
- Commitment to managing own learning and continuous professional development relevant to the role
- Willingness to work sustainably and consider ways of working to reduce our impact on the environment

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

