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| **Role title:** | Insight Data Analyst | **Responsible to:** | Member and Market Insight Manager |
| **Division:** | Commercial Services | **Department:** | Member Experience and Insight |
| **Direct Reports and Level:** | 0 direct reports  | **Scope:** | Global insight and research of members and markets to improve the MPS member experience |
| **Scale:** | N/A |
| **Regulated Function(s) Held:** | No |
| **Evaluation Level** | Core 1 | **Role Family** | Sales, Marketing & Communications |

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| **Overall Role Purpose** |
| , The Commercial Services Division is at the forefront of managing the financial risk of MPS worldwide. The purpose of this role is to provide insightful and actionable member and market analytics to key stakeholders to inform planning and decision making for the business and be an expert in the member and membership data the business holds. The role holder will adopt a consultative approach to bring together member, member interaction and market data and provide analysis and recommendations to the business. This involves leading the business in the bringing together and analysis of a range of member and market data sources to help address business objectives and achieve the best business decisions for our members and remain one step ahead of the market.  |

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| **Accountabilities (RACI)** | **Measures of Success/KPIs** |
| **Operational*** Contribute to the development and delivery of the Commercial Services strategy to plan, cost and quality.
* Inform the business on membership, market size and share trends in key segments for our UK and international markets, to improve business understanding and inform strategic decision making.
* Take a leading role in Member Experience and Insight being the voice of the member and experts on membership and market trends being the go-to place for such information
* Take a leading role in member and market segmentation using data and research to produce an optimal segmentation model
* Analyse member and prospect interactions with the business with the aim of assisting marketing and business development planning and execution.
* Be an expert in member and membership data and provide guidance to the business on developing and executing its data strategy
 | * Corporate Strategic priorities Vs plan
* Division Plan delivery Vs plan
* Delivery of projects to plan
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| **Financial*** Monitor supplier contracts and performance to ensure we always get value for money
* Ensure established procurement procedures are followed for new data purchases and that allocated budget is in line with business need to achieve robust cost control
 | * Operational budget Vs Plan
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| **Member*** Work closely with the market intelligence and knowledge management team and the market research team to ensure we compliment their work with robust member and market analysis.
* Provide timely and actionable insight that enables the business to make the best decisions for our members
* Regularly updating the business on risks and opportunities within our markets and membership that will enable us to protect and further our member numbers and income
 | * Net promoter score
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| **People*** Take personal accountability for own training, competence, performance and engagement of self and colleagues ensuring clarity on own accountabilities and comply with all governance, policy standards and processes.
* Ensuring any required external training with attributed budget requirement is rigorously reviewed for compliance with corporate aims
 | * Delivery of Personal Development Plan to plan
* One to one / performance review meetings Vs Plan
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| **Risk*** Identify and report risks and issues identified within Commercial Services and across MPS to enable resolution and mitigation of potential impact on MPS, members and colleagues.
* Ensure that all risks identified through the Member and Market Insight remit are documented and communicated to relevant parties.
 | * Risk & Control Self- Assessments
* Audit Actions
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| **Responsibilities (RACI)** |
| * Use internal and external data sources and expertise to ensure the business has a robust understanding of what is happening in our markets and our membership at any given time and what risks and opportunities may arise in future whilst proactively making recommendations that provide focus for further discussion.
* Help to develop insight led decision making capability across the organisation by provision of accurate and engaging analysis and reporting
* Produce reporting on members, membership and market share for key stakeholders including Exec and Senior Leaders and ensure appropriate and effective communication channels are utilised.
* Develop self-service dashboards for key stakeholders to monitor changes in membership
* Working with our external data suppliers to get data that informs market size and identifies prospects
* Providing SME input for strategic and other projects
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| **Key Governance Responsibilities** |
| * Include here the Committee Name and the role such as attendee, member, chair
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| **Leadership Framework Competencies** | **Level** |
| Fresh Thinking | Leading Self |
| Building Capability in Self and Others | Leading Self |
| Influencing Others | Leading Self |
| Collaborating for Results | Leading Self |
| Leading Self and Others | Leading Self |
| Commercial and Risk Thinking  | Leading Self  |

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|  | **Knowledge and Qualifications** | **Skills** | **Experience** |
| **Essential** | * Educated to degree level or equivalent experience in similar field / role
 | * Analytics and reporting
* Segmentation and targeting
* Business acumen / financial awareness
* Project management
 | * Working in similarly complex organisation
* Relevant experience in contributing to or supporting business strategy
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| **Desirable** | * Post-graduate business/marketing/information qualification
 | * Sector knowledge (health indemnity/professional support)
* Understanding of data management
* Strategy development and execution.
* Storytelling
 | * Work related to customer / market analysis. Production of management information.
* Working in a health and/ or professional services related environment
* Using content management systems
* B2B and B2C
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