Job Description – Data Analyst (Selections)

About the role
To provide data and analytics to enable effective communications and interventions to students at the Open University. Communications and interventions at the right time to the right students is a vital element in our proactive support of students to enhance their success.

You will provide expert data analysis and stakeholder management in support of teams responsible for student progression and success. This includes assisting with evaluating the outcome of interventions.

Specifically, the role will involve the maintenance and provision of data to colleagues across the Open University, stakeholder management with key internal customers/users of student data and continuous improvement of data marts, tools and processes related to the role.

The post holder reports to Academic Services, Business Online Student Support (BOSS Team) and will work with the Data & Student Analytics (Marketing Analytics) team.

The role covers all aspects of data management and data selection necessary in the pursuance of the University's Student Success objectives.

Key responsibilities

Data selection management and optimisation
- Manage the data environment and tools supporting data selection for student campaigns and interventions
- Develop and deliver data selection selections for student campaigns and interventions, achieving high orders of accuracy and consistency under the guidance of faculty and support staff
- Develop and continuously improve the selection data marts, tools and processes to improve automation and thereby efficiency
- Manage data transfers to and from 3rd parties (if required)
- Support stakeholders and execute robust tests to answer ‘what if’ questions and to steer improvements in data selection, offer, creative, format, timing etc as required
- Improve intervention outcomes using targeted models
- Monitor performance and continually update segmentation, product and targeting models to maintain a data driven test and learn cycle
- Provide data expertise to support evaluation and tracking of student campaigns and interventions including the use of control groups, AB testing etc.
- Ensure compliance with all relevant data governance and security regulations, policies and codes of practice

Communication and Relationship Management
- Work collaboratively with colleagues in Academic Services and Data & Student Analytics to ensure alignment and effective implementation of data developments
• Work proactively with data users to overcome barriers and provide solutions, meeting agreed service levels
• Build and develop positive relationships with key stakeholders e.g. Campaign Managers, faculty staff and Student Support Teams etc
• Promote data use across University areas, maximising the use of data and contributing towards a hub for good data practice and data development

Additional duties
• Other data-related duties as required

Skills and experience

Essential
• A relevant degree or equivalent professional certification (e.g. SAS certifications).
• Experience in a data analyst role working in a large and complex organisation with large volume of segmented, multi-channel contacts per year.
• Experience of querying and selecting data using multiple applications with the ability to see trends in data and drill down to issues or key data.
• Effective communication skills and the ability to express views and ideas both verbally and in writing especially in translating technical data matters to non-data experts.
• Excellent time management, organisational and planning skills with attention to detail.
• Able to develop and maintain effective working relationships with colleagues, stakeholders and partners to ensure service excellence.

Desirable
• Experience in setting up and running multivariate test activities.
• Evidence of delivering improved results through campaign targeting and selection.
• Ability to anticipate problems and be willing to overcome them.
• Good decision-making skills and the ability to take tasks to successful completion.
• Ability to deal with ambiguity in managing multiple activities and resilient in dealing with obstacles and challenges with minimal supervision.
• Understanding of adhering to general data protection regulations, PECR, and applying data management best practice.