**Analytics Manager Job description**

Analytics have become as central to the operation of most businesses as accounting and human resources. Executives routinely consult reports derived from data for guidance when making strategic decisions.

Those who work in data analytics focus on finding trends within data that can help guide those decisions. A data analytics manager typically oversees a team of such analysts.

**Responsibilities**

* Accountable for developing and championing a single approach to the exploitation of RPS data assets, covering market, membership, product usage, changes to Government policy law and regulations and other data. Enabling the directorate to continually improve member recruitment, retention and increase revenue.
* Supports colleagues in defining suitable metrics to measure the performance of all products and communications channels used to engage customers/consumers (predominantly members). Helping to draw insight and recommendations for optimising the use of all marketing and communications channels, influencing the design of campaigns and identifying product enhancements.
* Contributes to the development of products and services which could include policies, guidelines, learning content and new digital platforms, working with other directorates and functions.
* Works across the whole organisation to obtain insight, particularly working with the Product Development Manager, CRM Manager, Website Manager, Head of Product Delivery and Head of Corporate Communications.
* The post-holder is a subject matter expert in the area of data-driven insight and decision-making, and as such will demonstrate leadership within the RPS, use evidence to support the Executive Team in setting direction and build strong relationships across all directorates.
* Insights to be shared regularly at Executive team meetings and other key strategic forums.
* Responsible for identifying and monitoring competitors, researching and introducing appropriate best practice from a diverse set of other organisations into the RPS. Responsible for commissioning primary market research and managing agency relationships (where this can’t be gained from the analysis of secondary sources of data, analysis of touch-points or membership performance data).
* Collaborates with colleagues from web, communications and marketing teams to track pharmacists’ online behaviour by career/life stages.
* Is a champion of data standards to ensure that maximum value is obtained for members and the wider organisation from the valuable data held.
* Demonstrates expertise in legal and technical IT requirements, particularly relating to data handling and including the associated security aspects.

**Requirements**

* Tertiary qualifications, preferably in a relevant discipline such as business or IT.
* Experience 5+ years’ experience in data analytics, reporting and database management, ideally
* within a relevant not for profit organisation Engagement Significant engagement with program managers and stakeholders.
* Staff management and leadership.
* Strong relationship building skills.
* Confident communicator and public speaker.
* Ability to liaise with suppliers, agencies and other key stakeholders.
* Member of a professional body in a related field.