

## **UNISON**

### **Job Brief: HEAD OF INSIGHT AND DATA ANALYSIS**

UNISON is the UK's leading trade union, with over 1.3 million members working in the public services, energy services, private, voluntary and community sectors. UNISON employs around 1200 staff, approximately 370 at our national centre in Euston central London and the remainder in our 12 regions across the UK including Northern Ireland.

UNISON is improving its systems and processes to support member engagement across the union. A key component within this transition is to improve our data literacy so data can support our decision making that ultimately improves member experience and retention. Consequently, we are looking for a Head of Insight and Data Analysis, who understands the data processes involved in generating user level insights from a vast array of information sources, as well as other third-party data sources. In addition to their technical skills and abilities, the post holder will need excellent communication skills and a deep knowledge of membership organisations as they present data insights to managers and employees.

The post holder is part of the senior management team and will report to the Assistant General Secretary – Resource and Organisation. As part of the role, they will work with the department that manages UNISON BI tool, Cognos Analytics, to deliver operational reports and detailed analysis for over 2,000 users who access UNISON's membership system. Moreover, they will also have access to all financial data held by the union and therefore trust and discretion is of utmost importance in this role. This post holder will assist the development of UNISON's data modelling capabilities, KPIs and improving the unions appreciation of data supporting decision making at all levels. The establishment of these will support UNISON in delivering our corporate objectives, support UNISON with its recruitment and retention strategy and ensure campaigns and organising on the ground reach the largest audience and have the greatest impact.

# UNISON

## JOB DESCRIPTION

### HEAD OF INSIGHT AND DATA ANALYSIS

Grade:	2
Hours:	35
Location:	UNISON National Centre
Reports to:	Assistant General Secretary – Organisation & Resource Development (Chief Operating Officer)

Permanent Role

### **JOB SUMMARY**

A unique specialist post with responsibility for leading and transforming the union's use of quantitative and logical approaches to improve how the union understands the challenges it faces, achieves its objectives both externally and internally, and uses established evidence and industry standard methods to communicate resulting insight to senior leadership with a view to shaping UNISON's strategic decision making.

We are seeking a highly skilled specialist to help us to monitor and evaluate organising and recruitment initiatives and identify areas for membership growth as the economy adapts to changing circumstances.

As part of the role, the successful candidate will work with number of departments and functions across the union to develop the union's business intelligence capacity to develop insight to inform strategy development and actionable operational reporting.

### **Data literacy and insight Lead**

- To use modelling and other statistical techniques to provide data-led insight on trends impacting UNISON's objectives.
- Analysis of UNISON membership and financial data, the broader economic data set in relation to the workforces and workplaces within which UNISON organises, branch organisation and activity, and the effectiveness of UNISON's campaigns and organisation.
- Working with high level stakeholders (including the General Secretariat and Regional Secretaries) and reporting to the Assistant General Secretary – Resource and Organisation, to define the data and analytical requirements that supports UNISON's decision making and its thinking.

- Provide contextual narrative insight alongside, and evidenced by, data quantitative reporting.
- Improve UNISON data literacy so data insight contributes to the development of future strategies especially in relation to campaigns, organising, recruitment and retention
- To produce high-level reports with strategic recommendations to inform decision-making at the most senior level.
- To work with colleagues and suppliers to identify opportunities for new and existing systems and processes both to capture new data that could be used to drive improvement, and for existing data to be analysed in new ways.

### **Systems and Data Processes**

- Produce data protocols and processes required across UNISON that are required for a more organisation wide view of data.
- Define high level reporting requirements and processes.
- Work closely with the General Secretariat and Regional Secretaries to promote data and analytics that support our recruitment, retention and organisational growth that is collaborative, open and transparent.
- To ensure data schemas are clearly defined and future proofed to deliver quality operational data.
- To assist in the identification of external datasets that could be legally obtained and used to inform insight and future strategy.
- Co-ordinating research across the union alongside senior colleagues in other departments (policy, comms, service groups, SOGs, regions) to ensure joined up working and ensuring analytical standards are met.

### **Other**

- To devise, design and subsequently manage, a small team of data specialists in UNISON.
- Ensure all data work is fully compliant with all relevant legislation, with an in-depth understanding of the General Data Protection Regulation, working closely with the Data Protection Officer to champion good practice within the union.
- Undertakes other duties as required by the grade descriptor and/or job profile of this post.

**Head of Insight and Data Analysis  
Person Specification and Selection Criteria**

UNISON is an equal opportunities employer, committed to providing equal opportunities regardless of race or ethnic origin, gender identity, family situation, sexual orientation, disability, religion or age. This person specification is designed to help members of Interviewing Panels judge the qualities of interviewees in a systematic and consistent way and in accordance with UNISON’s equal opportunities policy. It is given to all job applicants for information.

**Assessment code**

**A – Application form**

**PI – Panel interview**

<b>Heading</b>	<b>Selection Criteria</b>	<b>Assessment</b>
<b>1. Thinking</b>	1.1 Advanced ability to problem solve with a proactive approach to finding solutions.	<b>A &amp; PI</b>
	1.2 Advanced ability to translate insights and analyses within different contexts and identify opportunities to deploy existing approaches in new environments.	<b>A &amp; PI</b>
	1.3 A high-level understanding of how membership, political, commercial, and charitable organisations are using modern quantitative analysis techniques to understand their own organisation, the challenges they face, and the success of their own initiatives, and how this can be translated into a Trade Union environment.	<b>A &amp; PI</b>
	1.4 Able to demonstrate an understanding of the requirements and context of organisational strategy in Trade Unions and other membership organisations.	<b>A &amp; PI</b>
	1.5 Able to demonstrate the proven advanced ability of developing solutions to difficult problems by using analytical skills and the interpretation of information.	<b>A &amp; PI</b>

	1.6 An understanding of how UNISON operates within the wider trade union environment and how data analysis and information can assist in it remaining at the fore of this.	<b>A &amp; PI</b>
<b>2. Interpersonal &amp; Communication</b>	<p>2.1 Ability to produce clear and easily understood written reports utilising data and information as necessary.</p> <p>2.2 Excellent communication skills with a proven track record dealing with senior stakeholders.</p> <p>2.3 Excellent presentation skills</p> <p>2.4 Ability to distil complex analyses and findings into clear messages.</p> <p>2.5 Proficient in the use of ICT Skills to present information to or demonstrate new techniques / processes to service colleagues.</p>	<p><b>A &amp; PI</b></p> <p><b>A &amp; PI</b></p> <p><b>A &amp; PI</b></p> <p><b>A &amp; PI</b></p> <p><b>A &amp; PI</b></p>
<b>3. Initiative &amp; Independence</b>	<p>3.1 Ability to work successfully and achieve results with minimal supervision.</p> <p>3.2 Proven track record of working under pressure, to deliver reliably to tight deadlines and, to work in a flexible way.</p> <p>3.3 An ability to work within agreed procedures but able to organise their own workload in order to meet agreed objectives and timescales.</p> <p>3.4 Strong experience of being able to spot opportunities and communicate how to take them.</p>	<p><b>A &amp; PI</b></p> <p><b>A &amp; PI</b></p> <p><b>A &amp; PI</b></p> <p><b>A &amp; PI</b></p>
<b>4. Resource Management</b>	4.1 Ability to monitor budgets and project plans.	<p><b>A &amp; PI</b></p> <p><b>A &amp; PI</b></p>

	<p>4.2 Ability to produce statistics and to utilise them to advise managers on strategic plans.</p> <p>4.3 Ability to help identify and support the development of systems</p> <p>4.4 Ability to analyse and interrogate UNISON wide databases including the handling of confidential membership and financial information.</p> <p>4.5 Proven track record in successful people management and leading a team.</p>	<p><b>A &amp; PI</b></p> <p><b>A &amp; PI</b></p> <p><b>A &amp; PI</b></p>
<p><b>5. Physical Skills</b> <i>((with DDA modification where necessary))</i></p>	<p>5.1 Keyboard skills which require the ability to analyse and input data with both precision and speed.</p> <p>5.2 Lifting light equipment.</p> <p>5.3 Ability to travel.</p>	<p><b>A</b></p> <p><b>A</b></p> <p><b>A</b></p>
<p><b>6. Specialist Knowledge</b></p>	<p>6.1 A proven track record of highly proficient data handling, using advanced functionality, on standard Microsoft data applications such as Excel, and Access.</p> <p>6.2 Experience of working with other more advanced statistical packages, such as R, SPSS, or Stata.</p> <p>6.3 Extensive experience of propensity modelling and the application of such techniques.</p> <p>6.4 Experience of extracting, transforming, and loading data that has been cleansed and suitable for analysis.</p> <p>6.5 Advanced knowledge of statistical programming languages such as R, SPSS, or Stata for statistical analysis.</p> <p>6.6 A high level of ability with SQL.</p>	<p><b>A</b></p> <p><b>A &amp; PI</b></p> <p><b>A &amp; PI</b></p> <p><b>A &amp; PI</b></p> <p><b>A &amp; PI</b></p> <p><b>A &amp; PI</b></p>

	<p>6.7 Proficiency with using business intelligence and management information systems to calculate and display statistical analysis for reporting purposes.</p>	<b>A &amp; PI</b>
	<p>6.8 Advanced computing skills including a knowledge of internet platforms, large databases, reporting tools and open-source data.</p>	<b>A &amp; PI</b>