

UNISON
Digital Data Analyst
Communications Unit
REF: CCP/61T

Job Description

Grade: 4

Hours: 35 per week

Location: UNISON Centre, London

Reports to: Digital Manager

Overall summary

UNISON is the UK's largest public service union, representing some 1.3 million people working in local government, the NHS, schools and colleges, police staff, utilities, the community and voluntary sector and for private companies providing public services.

UNISON is committed to transforming our union using digital development and better use of our membership data to improve members' experience of the union. Data is central to this programme: we want to strengthen our data culture, with all parts of UNISON able to access and use data to understand our members better than ever before and make decisions that better respond to their needs, views and behaviours.

The Digital Data Analyst will be a vital member of our digital team for this work programme, and the only member of the team focused solely on our data.

You will be in charge of maintaining and updating the data we hold. You will have extensive experience in using digital contact relationship management systems (Salesforce preferable) and bringing together contact data with data produced in email marketing platforms, survey systems and other tools.

You will be inquisitive and critical: you will proactively create theories around trends and patterns in our data and interrogate them, keeping UNISON's goals in mind. You will know how to build a story based on evidence that turns our *information* into *intelligence* and offers clear actions to take forward. These stories will help UNISON to solve key digital challenges and to recruit, retain and organise our future members.

You will have an eye for detail: you will identify any problems or inconsistencies in our data and work to correct them. You will also bring some important technical skills, being able to understand and read JavaScript and other relevant scripts needed to collect and/or present marketing data.

You will have experience of using a wide range of digital analytical tools on the market, including Google Analytics, Facebook Insights and data analysis and presentation tools such as Tableau, Cognos, SPSS or others. You will be able to offer training and write guidance on how to analyse and understand key data sets or tools.

The digital team sits within UNISON's communications unit and supports our marketing and engagement with members. You will be helping team members in communications and more widely to identify audiences, setup campaigns and track their success. Your experience working in similar departments will mean you understand how data protection legislation affects the way we use data for communications, and how data quality and other factors can affect things like deliverability of emails.

You will be required to deal with a range of people both inside and outside UNISON, so good communications skills and the ability to adopt different management styles are essential to succeed in this role.

Responsible to: Digital Manager

Key responsibilities:

- Processing and preparing data for use by the communication unit and other UNISON teams.
- Implementing, configuring or optimising systems and processes to send, monitor, record and transform data as necessary, particularly in our digital contact relationship management system (Salesforce) and linked systems (our in-house membership system, the website, survey tool, campaigns tool and others).
- Supporting better target-setting, monitoring and evaluation around digital data, including data on member behaviour and attitudes.
- Implement, configure and optimise reporting and visualisation tools (preferably Cognos) to deliver easy-to-use actionable dashboards or reports for internal and external stakeholders.
- Maintaining and improving the quality and integrity of our data, particularly digital contact data (emails and mobile numbers).
- Undertaking deep-dive data analysis to identify trends, troubleshoot concerns and suggest potential changes to practice that can help UNISON meet its goals.
- Managing all data related to user registrations, user subscriptions, user feedback, user journeys and behaviour analytics securely and in line with data protection requirements.
- Designing and implementing tagging and tracking on web and mobile platforms to monitor and record site statistics, event tracking, goals and funnels and visitor attribution.
- Developing UNISON's internal data culture through writing guides or blogs, delivering training and providing advice, guidance and support to staff.
- Horizon-scanning new developments on use of and interaction with data to keep UNISON processes and systems up-to-date.

- Liaising and networking with a range of stakeholders including customers, colleagues, suppliers and partner organisations.
- Co-ordinate and liaise with other teams to develop better data practices across UNISON.
- Understand, work within and promote UNISON's key aims and values, organisational objectives and priorities as decided by the general secretary, senior officers and the national executive council.

UNISON
Digital Data Analyst
Communications Unit
REF: CCP/61T

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 (up to 65). This person specification is designed to help members of interviewing panels judge the qualities of the 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
- P = Presentation
- PI = Panel interview

Heading	Selection criteria	Assessment method
1. Knowledge	1.1 Experience in structuring, cleaning and transforming data	A/P/PI
	1.2 Knowledge and experience of working with a range of analytical and business intelligence software (eg: Tableau, COGNOS, Google Analytics, DashThis).	A/PI
	1.3 Experience in data analysis techniques and advanced Excel.	A/P/PI
	1.4 Experience with at least one CRM tool, such as Salesforce, Microsoft Dynamics	A/PI
	1.5 Experience in measuring and analysing online communications campaigns including: natural and paid search, email, affiliate, display and social.	A/P/PI
	1.6 Experience with configuring website tracking, ideally Google Tag Manager and Google Analytics	A/P/PI
	1.7 Experience with online testing and optimisation processes / tools.	A/P/PI
	1.8 Experience of managing the implementation of complex multi-channel campaigns (email, search, social, direct	

	<p>mail, call centre), particularly with a focus on data set-up, reporting and analysis</p> <p>1.9 Experience working with stakeholders to create and design reports and dashboards</p> <p>1.10 Understanding of data protection legislation and requirements</p>	<p>A/PI</p> <p>A/PI</p>
2. Thinking skills	<p>2.1 Ability to consider, identify and validate strategic and tactical communications objectives.</p> <p>2.2 Ability to capture and define data requirements from both technical and non-technical stakeholders</p> <p>2.3 Ability to design business processes and map to data flows – identifying process improvements and data handling requirements</p> <p>2.4 Ability to apply a rigorous analytical approach to identify issues and propose solutions quickly</p> <p>2.5 Ability to understand, work within and promote UNISON's key aims and values and develop data strategies to support these.</p> <p>2.7 Ability to take an audience-focused view of data collection and storage.</p>	<p>A/PI</p> <p>A/PI</p> <p>A/P/PI</p> <p>A/PI</p> <p>PI</p> <p>A/PI</p>
3. Interpersonal and communications	<p>3.1 Good professional spoken and written communication skills.</p> <p>3.2 Ability to advise colleagues, clients and suppliers on data strategies and processes.</p> <p>3.3 Ability to negotiate with stakeholders and win support for better data practices.</p> <p>3.4 Good people skills and ability to work collaboratively with colleagues in the communications team and across the union.</p> <p>3.5 Ability to describe and present work in front of groups of stakeholders.</p>	<p>A/PI</p> <p>A/PI</p> <p>A/PI</p> <p>PI</p> <p>P/PI</p>
4. Physical skills (with reasonable adjustments where required)	<p>4.1 Excellent keyboard skills</p>	<p>A</p>
5. Initiative and independence	<p>5.1 Ability to organise, prioritise and schedule work within an agreed set of priorities or work programme.</p> <p>5.2 Ability to lead on data initiatives, develop a plan and influence and negotiate with colleagues and stakeholders to implement the plan.</p>	<p>A/PI</p> <p>A/PI</p>

	<p>5.3 Ability to lead on specialist area of work and report to senior managers, lay members and colleagues.</p> <p>5.4 Ability to set up and monitor an evaluation framework, reporting as necessary to stakeholders.</p>	<p>A/PI</p> <p>A/PI</p>
6. Team working	<p>6.1 Experience of working as part of a creative team; briefing and working collaboratively with professional colleagues to deliver a work programme across different areas of responsibility.</p> <p>6.2 Ability to influence and negotiate with colleagues with confidence and maintaining a positive and creative working relationship.</p> <p>6.3 Ability to join and contribute to short term or ad hoc working groups around particular projects.</p> <p>6.4 Ability to work across ad hoc or virtual teams including external agencies.</p>	<p>A/PI</p> <p>A/PI</p> <p>PI</p> <p>A/PI</p>
7. Responsibility for resources	<p>7.1 Experience of working with organisational knowledge and information resources.</p> <p>7.2 Experience and understanding of key issues around working with membership data, including data protection and privacy.</p> <p>7.3 Ability to monitor and manage analysis of digital data to assess impact of campaigns.</p> <p>7.4 Ability to work with external agencies and colleagues within a designated budget to ensure value for money.</p> <p>7.5 Experience of evaluating communication channels in terms of cost effectiveness and impact.</p>	<p>A</p> <p>A/PI</p> <p>A/PI</p> <p>A</p> <p>A/P/PI</p>