

Job Description

Job Title	Business Intelligence Analyst	Grade	3
Department	Business Intelligence	Reports	None
Reports to	Head of Business Intelligence		

Our values

The role holder will be expected to operate in line with our company values of:

- Progressive
- Warm
- Excellent
- Thoughtful

Values are the principles that drive our behaviours. They are organisation-wide and should be adopted by everyone. Behaviours provide a consistent standard we can all expect inside the organisation from one another, and towards our members and stakeholders.

Main purpose of the role

A key member of the Business Intelligence team who are driving APM forward with business intelligence and creating exceptional value for our members and our customers. Business Intelligence Analyst will effectively manage a variety of processes and tools that analyse business information from different sources and transform it into actionable insights that inform strategic and tactical decisions.

With a passion for data-driven decision-making and a commitment to enhancing the value and services provided to our members, the Business Intelligence Analyst will collaborate with internal colleagues and external partners to provide objective, relevant, clear, and timely insight and analysis.

This role involves analysing membership data, financial information, operational performance and industry trends to support strategic planning, identify opportunities, optimise operations, enhance customer satisfaction, and gain competitive advantage, while supporting an organisation-wide adherence to data governance.

Dimensions & Limits

To work within the agreed strategy, budgets and timeframes and in line with the vision, mission and objectives as defined in the APM strategy.

Key relationships

Internal

- Leadership team and senior management, IT, finance and digital teams, CRM and SI teams, communications and marketing colleagues, management level colleagues, portfolio team. All sections in the association including appropriate panels and committees.

External

- External agencies, third parties, suppliers and other like-minded professionals along with the wider profession.

Career development

We're a learning organisation and want our employees to learn and grow during their time with us. There're many ways in which you can do this:

- Personal development days offer an opportunity to attend interactive bite sized training events.
- Our fantastic knowledge share calendar of events enables colleagues to share their knowledge with each other as well as access to a coach or mentor to help employees to navigate their chosen career paths.
- Shadowing in other departments is a popular way to learn about the roles and challenges across the different functions.

Key responsibilities / accountabilities

Strategy

- Deliver business intelligence that brings knowledge and actionable insights into the decision-making process for all stakeholder groups to help the achievement of business goals.
- Support the design and build of business intelligence/analytical platforms that allow for the aggregation of data to deliver insights.
- Work with the Head of Business Intelligence in implementing the Data, iNsights and Action (DNA) strategy across the business by collaborating with all relevant stakeholders and departments.

Data analysis:

- Conduct in-depth analysis of large datasets including membership and qualification candidates data to identify opportunities, trends, patterns, and correlations.
- Interpret and communicate insights derived from analysis of internal data (sales, financial information) and external data (market research, industry reports) to support business decisions.

Reporting and data visualisation:

- Create and maintain reports and dashboards for various stakeholders that visualise data insights in a clear and understandable manner.
- Build dashboards, present data and provide context to aid decision making and development of our plans and activities.
- Utilise BI tools to create visualisations that effectively convey complex information.
- To produce data which presents important company (and product) performance against the rest of the market and key competitors.
- Provide data and insights to other teams and functions to better understand market trends and consumer behaviour.

Data interpretation:

- Work closely with business teams to understand their requirements and translate them into analytical solutions.
- Provide actionable recommendations based on data analysis to support strategic initiatives.
- Extracting and analysing data and information from business systems and databases such as CRM, SurveyMonkey, social media monitoring, Google Analytics and PowerBI.
- Provide user-friendly access for the business to accurate and up-to-date information data via innovative tools and platforms.

Performance monitoring:

- Monitor and analyse the performance of key business metrics against business goals and objectives.
- Collaborate with teams to identify areas for improvement and optimisation.

Data quality assurance:

- Ensure data accuracy and integrity by implementing and enforcing data quality standards.
- Collaborate with data governance and IT teams to maintain high-quality data and ensure compliance with data protection regulations and best practices.

Relationship building and communication

- Build strong working relationships with external agencies and research partners to deliver beneficial research and insights to support future plans and strategy.
- Support the training of staff on data literacy and the use of BI tools.

Financial and other duties

- Budget management ensuring delivery to budget.
- Act in an ad hoc advisory role to the business as and when required, while supporting with any reporting requirements.

Key performance measures

- Successfully deliver business intelligence across the business so colleagues can create actionable insights and make informed decisions.
- Recommendations are delivered for potential future developments that help meet the needs of our members, qualification candidates, customers and the wider profession.
- Successfully combine and analyse internal data (sales, financial information) and external data (market research, industry reports) to provide rich customer insights.
- Stakeholders are influenced by engaging reports and presentations and proactively act on findings.
- Business intelligence is a core part of product development and product launches.
- Identify the requirements and key insights we need to be successful.
- Plans and activities effectively implemented across the organisation.
- Ensure a market orientated approach to product development and decision making.
- Represent the voice and needs of the customer in all that we do.
- Utilising web and social data to build a more contextual understanding of our audiences.
- Utilise multiple data management techniques to develop real customer insight and trends.
- Support the successful delivery of key commercial targets by recommending ways in which performance could be improved based on insights.
- Identify opportunities and needs for new insights.
- Better understanding of the competitive market place.
- Better pricing and value attached to our core offering and products.
- Ensure agency partners are adding value to APM.
- Strong working relationships are established and maintained.
- Ensure APM is a good and responsible client to our agencies.

Person specification – (Business Intelligence Analyst)

Attribute	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Educated to degree level 	<ul style="list-style-type: none"> Relevant professional body membership Alternative data analysis qualification
Experience	<ul style="list-style-type: none"> Excellent data and analysis skills Evidence of turning analytical data into useful insights Evidence of building effective relationships both internally and with suppliers Experience of producing reports and dashboards displaying data and information Experience of using BI tools such as PowerBI or Tableau 	<ul style="list-style-type: none"> Budget management experience Experience of working at management level
Knowledge	<ul style="list-style-type: none"> Understanding of the principles of business intelligence and the value it can add Good commercial understanding Importance of being a market-orientated organisation Statistical information and how to present it Importance of strong and effective data governance 	<ul style="list-style-type: none"> Prior knowledge of developing customer insights, modelling, data aggregation and GDPR Appreciation of the work of a professional body
Skills	<ul style="list-style-type: none"> Strong analytical ability Ability to produce clear reports and dashboards Ability to build effective business relationships Well-developed presentation skills Excellent communication skills – written and verbal Excellent organisational skills. Ability to create simple messages out of complex data Effective PC skills including Outlook, Word, Excel, PowerPoint, MS Teams 	<ul style="list-style-type: none"> Proficient in data programming languages e.g. SQL and Python

<p>Behaviour / Competency</p>	<ul style="list-style-type: none"> • Analytical thinking • Self-motivated and proactive • Concern for accuracy and attention to detail • Planning and organising • Communication skills • Customer focus • Interpersonal skills • Initiative and proactivity • Relationship building • Results orientation • Technical and professional expertise 	<ul style="list-style-type: none"> • N/A
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