

# Role Profile

**Role title:** Data analytics and insight Lead

**Reports to:** Business Insight Manager

**Job purpose:** To be responsible for the strategic, timely and accurate use of data and insights across BACP; to promote the use of quality data to inform and measure the association's delivery of strategy and change whilst championing a 'data first' approach.

**Financial:** No direct responsibility.  
However, will be required to work with SMT to understand, integrate, interpret and influence operational / financial decisions and deliverables based on the holistic data of the organisation.

**Staff:** No direct responsibility.  
However, delivering complex data projects will require coordinating a matrix management structure across the organisation to ensure objectives and targets are met. Also managing external providers when required.

**Other:** To work closely with SMT and project leads and, where required, work with external agencies, stakeholders and suppliers.

## Principal accountabilities:

1. Develop a business strategy for the collection, synthesis, analysis, dissemination and reporting of complex, structured and unstructured data across BACP, to ensure a robust and evidence-based approach to the association's decision making.
2. Conduct large-scale 'data mapping' to identify what data is currently collected across the organisation and how it is used. Identify gaps in data and system capabilities
3. Collaborate with managers and project leads across the business to identify their data needs, detecting barriers to data insight and recommending and implementing solutions to ensure consistent access and interpretation of data.
4. Engage and empower all functions of the business to collect, access and make meaningful use of member, feedback, impact data and metrics to support core business, delivery of projects and strategy. Using both short-

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and long-term impact measurements to assess the impact of work undertaken.

5. Transform data and metrics into actionable member-focused insights enabling BACP to understand member behaviour, trends, perceived value and expectations.
6. Collate information and research from across the organisation and externally from the wider professional sector to ensure that the business strategy and implementation is aligned to external trends and the needs of the profession and decisions are evidence based.
7. To provide a framework for regular on-going reporting of trends and performance against KPI's with early notification of potential gaps or underachievement.
8. Manage and facilitate the BACP Data and surveys group to ensure surveys are completed in a consistent and effective manner across the organisation.

## BACP Principal accountability

To be a BACP ambassador by upholding and demonstrating our values at every opportunity, through verbal, written and face to face communication.

### **Context:**

Operating environment: To work with managers across the organisation, within and leading project teams and at all levels of the business. Also liaise with external agencies and 3<sup>rd</sup> parties when required.

Framework & boundaries: Identifies areas for operational development within the business to bring data clarity and consistency. Autonomy to make strategic decisions within limits of authority. To advise and contribute to policies and procedures to ensure compliance and follow best practices.

Organisation: see org chart

### **Relationships:**

Manager: Monthly 121s and regular team meetings

Other contacts: To work with Managers and teams at all levels across the organisation. Data and surveys group.

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## Knowledge & experience:

- Masters Degree
- Excellent analytical skills and a proven track record of analysing large and complex datasets
- 2 years' experience and deep working knowledge of combining complex data sets of structured and unstructured data from multiple sources, enriching and using data analysis to create models and run simulations
- Experience of planning and delivering complex projects working with external research partners ensuring delivery to contract / objectives
- Proven understanding of research and analysis tools and ability to assess when appropriate - including but not limited to Power BI, SPSS.
- Knowledge of Counselling sector would be an advantage

## Competencies:

- Ability to work autonomously
- Excellent written and verbal communication and facilitation skills
- Strong people management skills and the ability to influence, persuade, and win support with the power of data, from stakeholders internally across the organisation but also externally from the Board and regulatory bodies as necessary
- Ability to manage delivery of complex projects using effective and collaborative matrix management structures whilst ensuring external agencies deliver to contract / quality.
- Working knowledge of data protection principles and their implications for data collection and analysis
- Ability to work collaboratively and lead colleagues across BACP with a real passion / curiosity to provide business insight.
- Ability to support others in applying and interpreting data to support their work and strategic decision making
- Analytical thinker / problem solver, can show significant judgement to aide resolution of complex issues
- Detail orientated and capable of delivering a high level of accuracy

**Job challenge:** To enable BACP to untap the potential of data in all aspects of our activity and inform the improvements of BACP services, customer engagement and business strategy.