ROLE PROFILE | DATA & AI

# Data Analyst

## Data Analysis job family

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|---|---|---|---|
| **Department** | Fred. Olsen Digital | **Reports to** | Senior Data Analyst |
| **Direct reports** | None | **Hours** | 35 hours per week |
| **Location** | Ipswich | **Post number** | |
| **Job family** | Data Analysis | **Level** | Professional |

## Purpose of the role

The Data Analyst is responsible for delivering high-quality analysis, reporting and insight that supports evidence-based decision-making across the organisation.

The role works with stakeholders and Data & AI colleagues to translate business questions into accurate analysis, clear visualisations and trusted reporting products.

Alongside hands-on delivery, the role develops analytical capability, contributes to documentation and continuous improvement, and takes increasing ownership of defined work with senior support.

## Main tasks and activities

| MAIN TASK AREA | TASKS AND ACTIVITIES |
|---|---|
| **Analysis and insight delivery** | • Deliver accurate analysis that answers agreed business questions.<br>• Use appropriate analytical methods to identify patterns, trends and drivers.<br>• Translate findings into clear, actionable insight.<br>• Maintain reproducible analysis and supporting documentation.<br>• Ensure outputs meet agreed quality and timescale expectations. |
| **Reporting and visualisation** | • Develop and maintain reports, dashboards and semantic models using appropriate reporting tools.<br>• Apply effective visualisation and storytelling principles.<br>• Build measures and calculations using appropriate analytical tools.<br>• Support accessible, consistent and user-focused reporting. |
| **Data quality and governance** | • Validate source data and analytical outputs for accuracy and completeness.<br>• Apply data definitions, governance, privacy and security requirements.<br>• Document assumptions, business rules, metrics and data limitations.<br>• Investigate quality issues and support resolution with data owners. |
| **Delivery and project support** | • Manage assigned analytical tasks and deliverables.<br>• Clarify requirements, success measures and acceptance criteria.<br>• Provide estimates and regular updates on progress, risks and dependencies.<br>• Support testing, release, adoption and benefits tracking. |

| MAIN TASK AREA | TASKS AND ACTIVITIES |
|---|---|
| **Stakeholder engagement** | • Work with stakeholders to understand decisions, questions and information needs.<br>• Translate business requirements into analytical approaches and outputs.<br>• Present findings clearly to technical and non-technical audiences.<br>• Build productive relationships across business and technology teams. |
| **Self-service and adoption** | • Support users to understand and apply reports and insight appropriately.<br>• Contribute to definitions, guidance, training and data literacy.<br>• Promote governed self-service analytics and reuse of trusted assets.<br>• Gather feedback and improve usability and adoption. |
| **Continuous improvement** | • Identify improvements to analysis, reporting, tooling and automation.<br>• Contribute to analytical standards, reusable assets and knowledge sharing.<br>• Keep current with analytics, reporting, data platform and AI capabilities.<br>• Participate in innovation and proof-of-concept activities. |
| **Team development** | • Share knowledge and lessons learned with colleagues.<br>• Support collaborative delivery and peer review.<br>• Act on feedback and pursue relevant professional development.<br>• Promote a culture of quality, curiosity and continuous improvement. |

## Person profile

| AREA | ESSENTIAL CRITERIA | DESIRABLE CRITERIA |
|---|---|---|
| **Education and qualifications** | • Evidence of the numeracy and written communication skills required for the role, gained through relevant professional experience, training or qualifications.<br>• Relevant practical experience, vocational training or professional development appropriate to the role.<br>• Relevant professional experience in data, analytics or a related field. | • Relevant professional certification or demonstrable experience in reporting, analytics or data platforms.<br>• Relevant analytics, statistics or data qualification.<br>• Professional membership or further analytical qualification. |
| **Specialist knowledge and skills** | • Strong analytical and problem-solving capability.<br>• Strong reporting-tool capability, including data modelling, calculations and visualisation.<br>• Strong SQL skills for querying, transforming and validating data.<br>• Understanding of statistics, analytical methods and data interpretation.<br>• Ability to translate business questions into analytical requirements.<br>• Knowledge of data quality, governance, privacy and security practices.<br>• Ability to communicate insight clearly through narrative and visual storytelling.<br>• Ability to document definitions, assumptions, methods and limitations.<br>• Ability to manage priorities and deliver to agreed standards.<br>• Understanding of semantic models and governed self-service analytics.<br>• Commitment to continuous learning and professional development. | • programming or statistical tools for advanced analysis.<br>• experience with modern data platforms.<br>• Forecasting, experimentation or advanced statistical methods.<br>• AI-assisted analytics or natural-language reporting experience.<br>• Data literacy and training design experience. |

| AREA | ESSENTIAL CRITERIA | DESIRABLE CRITERIA |
|---|---|---|
| **Relevant experience** | • Experience delivering analysis, dashboards and management information.<br>• Experience using reporting or business intelligence tools.<br>• Experience using SQL to query and validate data.<br>• Experience working with multiple data sources and business definitions.<br>• Experience gathering requirements and presenting findings to stakeholders.<br>• Experience validating outputs and resolving data quality issues.<br>• Experience documenting analytical methods and assumptions.<br>• Experience working within Agile or project-based delivery environments.<br>• Experience supporting reporting, analytics or decision-making processes.<br>• Experience collaborating with business and technical colleagues.<br>• Experience applying feedback, peer review or quality assurance.<br>• Demonstrable curiosity and attention to detail. | • Experience with enterprise semantic models.<br>• Experience supporting AI, machine learning or advanced analytics.<br>• Experience in a multi-business or complex operational environment.<br>• Experience with customer, commercial or operational analytics.<br>• Experience contributing to data governance programmes.<br>• Experience with work-tracking tools such as appropriate work-tracking tools.<br>• Experience automating analytical workflows.<br>• Experience with APIs or external data sources.<br>• Experience measuring adoption and benefits. |
| **Interpersonal and communication skills** | • Ability to structure written communication effectively and accurately.<br>• Strong attention to detail and sound judgement.<br>• Strong problem-solving and analytical skills.<br>• Collaborative approach with the ability to influence appropriately.<br>• Adaptability and the ability to manage competing priorities. | |
| **Any additional requirements** | • Ability to travel and work evenings or weekends as required. | |

## Essential competencies

**Analytical delivery: Applies analytical knowledge to produce accurate and useful insight.**

**Problem solving: Frames questions clearly, evaluates evidence and develops sound conclusions.**

**Collaboration: Builds productive relationships across technical and business teams.**

**Communication: Explains analysis and recommendations clearly for the audience.**

**Quality focus: Maintains high standards of accuracy, consistency and documentation.**

**Continuous improvement: Improves analytical methods, adoption and organisational capability.**

## Key relationships

| Internal | External |
|---|---|

- Head of Data & AI
- Lead Data Analyst
- Senior Data Analysts
- Data Engineers
- Business stakeholders
- Technology and infrastructure teams
- Information Security teams
- Project and change teams

- Data and technology suppliers
- Research and data providers
- Consultancy and delivery partners

## Success measures

- Accurate, timely and actionable analysis and reporting.
- High levels of data quality and confidence in analytical outputs.
- Successful delivery of analytical projects and priorities.
- Positive stakeholder feedback and evidence of insight use.
- Adoption of analytical standards and trusted self-service assets.
- Demonstrable growth in analytical capability and ownership.
- Reduced manual reporting through automation and reuse.

## Role acknowledgement

This role profile describes the principal responsibilities of the role. It is not intended to be an exhaustive list, and responsibilities may evolve in line with organisational needs.

| Employee | Line manager |
|---|---|
| Name / signature: | Name / signature: |
| Date: | Date: |