Assignment Brief



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| **Job Title** | Digital Performance Analyst  |
| **Reference** | **H-8A-DSD-DATA-BAND 8A-TRD-9130-1** |
| **Department / Team**  | **NHS Website**  |
| **Location** | Leeds |
| **Band** | 8a |
| **Responsible to** | **Senior Digital Performance Analyst**  |
| **Accountable to** | **Senior Digital Performance Analyst** |
| **Responsible for** | **Digital analysis on the NHS Website Team** |
| **Review date** | June 2024 |

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| **Role Specifics** |
| This assignment brief should only be read in conjunction with the generic job description listed in the reference section above. Please therefore refer to the Generic Job Description for more information. **Background**This role will provide digital analysis for the NHS Website programme area of Product and Platforms, which is part of the Digital sub-directorate of the Transformation directorate of NHS England. The NHS Website performance analytics team has overall responsibility for providing outcome-based management information, actionable insight and data management to measure product, service and business operational performance across Product and Platforms. This role will be part of a team of four staff members plus any supplier resources brought in to provide additional skills and capabilities e.g. data engineering.**Duties**The Digital Performance Analyst will have responsibility for the following:**Accountabilities and Responsibilities**Development of outcome-based reporting across Product and PlatformsDevelop regular reports and dashboards to communicate performance insights to stakeholders, senior management and product teamsTracks and monitors value, outcome and delivery metrics across the NHS Website product team they are embedded inProvides high quality performance data for decision-making at in their product teamPrepares and presents performance data to key audiencesDrives forward initiatives to automate and streamline ways to collect dataContribute to initiatives to enhance data quality, integrity and governanceRepresent the Senior Digital Performance Analyst at data and reporting meetings in NHSEStay informed about key trends, best practices and emerging technologies in digital analytics and performance measurement**Key Relationships (Internal)**Embedded product teams, including the product owner, delivery manager and user researcherSenior leaders across the NHS Website**Relationships (External)**Chief Information Officer’s OfficeData and Analytics directorateHR, Commercial and Finance business partners. **Organisational Chart****Performance and Insight Team** |

Specialism Person Specification

*Please read this Person Specification in conjunction with the job description specification.*

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| **Citeria** | **Essential** | **Desirable** | **Stage Measured at:****A – Application****I – Interview****T – Test****P - Presentation** |
| **Knowledge and Experience*****Detail specialism required for the role*** | Experience or skill of developing a digital performance management framework including using specialist digital key performance indicators (KPIs) to tell a story on a service or product.Experience of web analytics tools such as Adobe Analytics, Google Analytics or equivalent, including the ecosystems tag management systems. |  | **Application/Interview** |
| **Skills / Abilities** | Good knowledge of data analysis and using visualisation to create compelling evidence-based and actionable data stories to share with stakeholders to drive decision making across the organisation.Ability to use data visualisation programs such as PowerBI or Tableau to present dashboards across the organisation. | Knowledge of analysing and presenting workforce and financial data | **Application/Interview** |
| **Interpersonal Skills** | Ability to communicate with a range of stakeholders using a variety of methods. |  |  |
| **The organisation seeks to promote the employment of disabled people and will make any adjustments considered reasonable to the above duties under the terms of the Equality Act 2010 to accommodate a suitable disabled candidate** |

