



Job Description

Role description:	Insights Analyst
Reporting to:	Head of Funding
Direct Reports:	Nil
Effective from:	February 2019

About NZ On Air

NZ On Air is a public media entity created to increase the diversity of local content available to New Zealand audiences. Our prime statutory objective is to *reflect and develop New Zealand identity and culture*.

Purpose of this role

The Insights Analyst will assist the Head of Funding and Senior Leadership Team (SLT) to deliver performance advice and analysis of funded content and develop evidence-based insights to support NZ On Air's strategic and operational goals. The Insights Analyst will be an expert in all things data and help deliver better services by focussing on the most impactful why? what if? and how should we? questions.

Core Deliverables

Data collection

- Deliver effective measurement frameworks for the performance of funded content
- Assess relevant, cost-effective external data sources (formal and informal) and provide environmental knowledge that informs strategy development and staff knowledge
- Compile, track and report to SLT on data and detail we hold (eg trends and insights from production budgets, applications, producer's reports)

Information presentation

- Find new ways to tell data-driven stories about the impact of our work and the environmental changes around us
- Develop analytical tools and dashboards to drive insights back into our business and support performance
- Deliver key performance monitoring and insights documents
- Bring data insights to life in a creative and visually compelling way for internal and external stakeholders

Communication and Research

- Translate data from multiple sources into rich information that NZ On Air can use both for values-driven decision-making and also to help provide insights for the media sector
- Maintain a high standard of report analysis and presentation

- Ensure timely and effective communication of information
- Actively contribute to a strong team service culture that supports colleagues to work efficiently and professionally
- Develop and promote effective working relationships with external stakeholders

Teamwork

- Actively and positively collaborate with colleagues to achieve new ways to be more effective, agile and adapt to changing expectations
- Actively contribute to a strong team service culture that supports colleagues to work collegially, efficiently and professionally
- Ensure high performance throughout the organisation through timely, effective and regular collaboration, sharing of learning and knowledge, and motivating colleagues to do their best
- Contribute to regular team meetings to ensure communication is effective and foster a positive, supportive and highly functional team culture
- Champion NZ On Air's culture and values and inspire colleagues to deliver exceptional work

Health, Safety and Wellness

- Ensure all Health, Safety and Wellness policies, practices and initiatives are adhered to and any incidents or issues are raised appropriately in line with NZ On Air Health & Safety policy

Due to the dynamic nature of our work, the tasks and responsibilities noted in this role description may well change from time to time, to meet the needs of the business. As a result, it is expected that the person in the role recommends and/or is prepared for changes to the role and this description of it. Any 'material' changes will be mutually agreed between the parties and noted in writing.

Who you are

Below are the traits required for the role and what makes you stand out:

- **Passion, curiosity, and positivity** – A strong desire to explore new opportunities for evidence-based analysis to deliver better services and outcomes
- **Storytelling** – You are able to translate data into compelling stories for staff and stakeholders, from sources both existing and developed by you
- **Teamwork and motivation** – You motivate and encourage colleagues to always do their best, and encourage teamwork and cooperation. Further, you promote and model a strong stakeholder focus.
- **Communication and relationship skills** – Effective communication and positive relationships are key to the success of this role. You are skilled in presenting, persuading and influencing others. You are able to share information, ideas and experience with others with enthusiasm and good humour, while building trust in your team and with stakeholders. You have an ability to communicate effectively while being respectful, diplomatic, and courteous.
- **Decision making** – You balance key priorities effectively when making business decisions. You confront problems early, before they escalate, and you make pragmatic decisions when required. When issues arise you are able to take an organisation-wide perspective on issues, rather than focusing on your area alone.

- **Accountability** – You are a self-starter who takes responsibility for making things happen. You act ethically and with integrity and you are honest and open in your approach which reinforces NZ On Air values.

What you bring

- A tertiary qualification with a strong quantitative component.
- Proven critical-thinking and analysis skills. You are concise and logical, with a pragmatic sense of how to get things done and how to enthusiastically drive initiatives forward with other team members
- A love of collecting and analysing data to find out what can be learned, so you can propose new ideas to help NZ On Air keep moving forward in a rapidly changing media environment
- You're also up with the play with the latest and greatest tools that enable you to garner the most valuable insights possible
- An interest in the media environment with particular appreciation of the wider media and public sector environment
- Excellent attention to detail with high level of accuracy
- Excellent writing and numeracy skills
- Additional skills (eg. knowledge of te reo Maori) are helpful
- An ability to forge effective working relationships with colleagues and stakeholders across a range of disciplines and seniority