

# ROLE PROFILE

## Job Role

## Data Product Developer

## Job Family

## Data Excellence

### Role Purpose

As a Data Product Developer, you transform data science and analysis into the intelligence and insights products which power the value that we deliver to our clients. This means that you will combine the raw outputs of data scientists and data analysts with your own interpretations and real-world observations, to ensure that the data-driven outputs which we deliver to our clients are always of the highest quality and consistently meet or exceed their needs and expectations.

Reporting to the Insight Product Manager, you will collaborate with your peers in other parts of BPA's Data Practice and the wider business, to integrate the outputs of the Data Science, Behavioural Science and PMO functions. You will use your data visualisation skills to ensure that those outputs are expertly packaged in ways that clearly communicate essential insights. And you will use your data presentation skills to ensure that those insights are received and interpreted by our clients in ways that empower them to take the right actions to achieve their customer goals.

You will support the Insight Product Manager in the presentation of data products to our clients, who will consider you to be a trusted advisor who helps them to interpret and take effective action on the insights that we deliver.

### Key Responsibilities

- Designing, developing and compiling our intelligence & insights products, ensuring that they deliver value to and satisfy our clients
- Collaborating with other Data Product Developers to ensure consistently high quality and consistency in our insight products
- Participating in innovation and planning of beneficial new features and changes to intelligence & insights products and demonstrating new ideas and features to stakeholders
- Understanding business requirements and supporting the development of business cases
- Participate in client facing dialogue and presentation to drive effective communication of insight and analytics output
- Supporting the ongoing refinement of the intelligence & insights product development roadmap
- Collaborating with and responding to guidance from Data Scientists, Data Analysts, Project Managers and Behavioural Scientists, to ensure that our data products are always aligned with our client's needs and delivering the maximum value.
- Inspiring and enthusing colleagues and users of intelligence & insights products to adopt and utilise data products effectively and provide feedback on their effectiveness

### Key Deliverables

- Maintaining awareness of our wider industry and trends in our clients industries, competitor activity and the direction of insight product innovation
- Contributing towards updates in our insight product definitions, to ensure that our insight products consistently and completely fulfil our clients current and future needs
- Documenting the specification of intelligence & insight products to inform their use and ensure their future operability
- Upholding insight product quality standards, to ensure the consistently high quality and performance of our intelligence & insight products
- Participating in beneficial discussion on the innovation, delivery and application of our intelligence & insights products and influencing our client's teams to use our insight products in the most effective ways possible
- Contributing insight product expertise to new sales activities
- Supporting the ongoing future value of our intelligence & insights products and enthusing others to engage with them

### Measures of Success

- Profoundly intimate knowledge about client's needs acquired in addition to a deep understanding of how those needs should be fulfilled through data
- Insight products optimised to enable clients to use them to the fullest effect
- Productive partnerships with other team members focused on the delivery of insight products
- Structure added to business processes, impacts absorbed from unexpected changes, barriers to data value removed and harmful disconnects in data operations identified
- Smooth working environment facilitated with own workload effectively managed, data quality maintained and data value maximised
- Key workflow areas such as insight product development, data quality and workload prioritisation fully owned and excellence delivered
- Keen appetite for continuous, professional development demonstrated

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## Skills

- A natural and confident ability to guide stakeholders to engage with intelligence & insights products in ways that ensure their effectiveness.
- Exceptional verbal and written communication skills to relate with leadership and peers, as well as communicate technical content and analytical insights/complex findings in a clear and concise manner.
- Able to gather and understand requirements from stakeholders and translate them into deliverables
- Skilled at identifying opportunities to optimise data processing, automation and interpretation.

## Knowledge/Qualifications

- 2+ years experience as a data analyst and/or 2+ years of experience working with MS Power BI and Excel.
- Thorough knowledge of Excel, SQL and Power BI. Including aspects such as trend modelling, performance tuning and results testing.
- Analytically minded with a solution-focused, problem-solving aptitude
- Highly proficient in the use of Keynote & Powerpoint presentation software

## Behaviours

- **Client Focus:** is able to convey to the client the impact and true value of BPA's work
- **Building Stakeholder Relationships:** builds co-operative relationships with the Client, stakeholders and colleagues to create dialogue and convince others
- **Communication:** identifies ways to create a flow of information and communicates in an engaging style
- **Analysis & Interpretation:** Conducts analysis of a complex picture to generate actionable insight that adds real value to the Client's business
- **Attention to Detail:** Uses expertise to investigate ambiguity in issues to ensure full integrity of reporting
- **Business Acumen:** identifies business risks and viable commercial opportunities to improve business performance
- **Planning & Delivery:** develops plans and takes action in the face of potential obstacles to ensure desired outcomes
- **Drive & Agility:** Is proactive in identifying the need for change and drives self and others to achieve results

## Experience/Tenure

- Previous experience working in data analytics and business intelligence is essential.
- Experience developing data visualisations, data storytelling and reporting while implementing robust methodologies to ensure high data quality, including technical documentation.
- Experience in defining business rules and reporting requirements to accurately integrate data analytics and support business units with the onboarding of new data insights.
- Experienced in the design, build and deployment of data scorecards and dashboards.