

## About the role

### Role

Digital Data Analyst

### Location and hours

Bristol or Edinburgh

35 hours per week

Hybrid working with minimum 3 days per week in the office

### Band

Senior Specialist

### Salary

Competitive Salary

### What you'll be doing

We use innovation to shape data so it works for everyone and we're planning to re-platform and improve the existing (commercial, operational and customer) data assets and develop new ones, as well as transform how we work with the business to use our data better.

As our Digital Data Analyst, you will play a key role in supporting the charge in digital innovation and management across our diverse range of products and services. In this role, you will support our Digital teams, encompassing both Organic Performance (SEO) and Performance Media (Display, Paid Social), to drive digital growth across all MO products and services. You will be at the forefront of our digital business, leveraging digital channels to better serve our customers.

We're looking for a digital data enthusiast, working collaboratively with a variety of stakeholders to ensure alignment with business objectives and customer outcomes. Your support will help the team in managing and evolving our digital strategy, ensuring a best practice approach.

### About you

This is a great opportunity for an experienced digital analyst to join a well established and successful team to contribute to and enhance their internal data capabilities. We are looking for someone who is able to;

- **Stakeholder Engagement:** Cultivate positive relationships with stakeholders by understanding evolving business landscapes, market trends, partners, and audience needs.
- **Technology & Vendor Leadership:** support MO on digital usage of technology and vendors to equip MO with a cutting-edge digital technology & audience stack.
- **Performance Analysis & Optimisation:** Offer strategic insights for performance reporting, analysis, and optimization to meet specified KPIs.
- **Organic & Paid Performance:** Guide the business in organic & paid performance processes and best practices, including identifying training needs.
- **Cross-Team Integration:** Work in tandem with Brand, CRM, Digital Product and Data teams to leverage technology platforms and tools, enhancing digital efficiency and performance.

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- **Digital Technology Utilisation:** Ensure optimal use of digital technology across Performance Media & Organic Performance, including bid management, audience technology, and analytics for insights.
- **Agency Management:** Monitor and guide multiple performance media agency partners to ensure efficient and effective campaign execution.

## Minimum criteria

- Advanced knowledge of digital technologies, including GTM, bid management, audience targeting, SEO and social media tools.
- An innovator who constantly helps MO improve efficiency and growth through data insights, has an analytical mindset, and has problem-solving abilities, focusing on delivering actionable insights.
- Experienced in managing media budgets and working across a diverse range of products/services.
- Dedicated to coaching digital talent, with a focus on development and retention.
- Proficient in engaging with various MO teams, from technical staff to business, with a knack for clear and effective communication.

## Desirable

- knowledge of data management principles, database systems, and data warehousing concepts.
- knowledge of SQL, writing clear, concise and performant SQL queries.
- Proficiency in business intelligence tools and technologies (e.g., OAS, PowerBI, Looker).
- Understanding of cloud technologies

## Who you'll be working with

The Data & Analytics Team within MO provides tools and methods for the wider business to garner insights and analysis from our Data Warehouse and Data Lake, playing a key role in providing support to the business in their Data Science, AI, and ML initiatives.

Our Data & Analytics technology stack consists primarily of: Oracle tools, Snowflake, Postgres, various AWS Services (SageMaker, Lambda, Step Functions, DMS, S3 etc.) in the AWS Cloud.

We are currently engaged on multiple data focused projects which are in various stages of development following Agile practices.

We pride ourselves on the quality of our development, our user satisfaction and our team spirit.

## We're Motability Operations

### About us

We're the company behind the Motability Scheme. We exist to deliver smart,

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sustainable solutions that improve our customers' mobility in a fast-changing world. We're the UK's largest car leasing company and we help over 750,000 people get on the road.

We employ over 1800 people, across London, Bristol, Edinburgh, and Coalville. We know our people are key to our success, so we aim to create an environment that allows our employees to flourish. We look for highly motivated people with a combination of commercial sense and real enthusiasm to meet our customers' needs.

## What we do

We lease a wide range of tailored mobility solutions to people who receive one of the Government's qualifying mobility allowances. Our customers choose a car, Wheelchair Accessible Vehicle (WAV), scooter or powered wheelchair that best suits their needs. We take care of their insurance, breakdown, servicing and more, as part of our worry-free package.

At the end of the lease, our customers can exchange their vehicle for a brand-new model. Each year we sell and move around 200,000 cars. This makes us the largest supplier of single-source vehicles back into the used car market.

The Scheme has been providing affordable, worry-free motoring for over 45 years. We pride ourselves on delivering outstanding customer service, with an independent customer satisfaction rating of 9.6 out of 10.

## How we work

We work in a hybrid way. That means remotely for up to two days each week and in our great office spaces the rest of the time. This gives us a good work/life balance and lets us collaborate and deliver for our customers. [Visit our website](#) to find out more.

We do our best to accommodate part-time and flexible working requests, where possible, to build on our culture of trust, empowerment, and flexibility.

## Our beliefs and values

We believe in building a diverse workforce, where our people are empowered to attend work as their true selves. We encourage people from all backgrounds to apply.

We want to sustain a nurturing culture. And our people to be rewarded equally, regardless of race, national or ethnic origin, sexual orientation, age, disability, or gender.

Our values are at the heart of everything we do:

- We believe no one should be left behind → We find solutions
- We believe we must take the lead → We drive change
- We believe everything starts with the customer → We care

## What we can offer you



**Pay:** competitive salary, with a yearly discretionary bonus, based on your performance



**Holiday:** 28 days, and you can buy and sell days



**Pension:** 15% non-contributory pension (9% during probation)

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**Health and wellbeing:** Private Medical Insurance cover available for all employees and free health screenings for over 50s. Life assurance at four times your basic salary, to give you peace of mind. Free access to healthcare apps like Peppy, Unmind, and Aviva Digital GP. Mental Health Allies and an Employee Assistance Programme



**Development:** A library of internal training on our myLearn platform



**Family friendly:** We have competitive family leave policies



**Diversity and inclusion:** We embrace the diversity of our people and empower them to come to work as their true selves. We want them to flourish and be rewarded equally. We have Employee Network Groups, and we pride ourselves on being inclusive and all our offices have first-rate disability access



**Helping our community:** One volunteering day each year, and access to volunteering platform Neighbourly



**Schemes:** Car Benefit Scheme for electric and hybrid cars. This means you can lease a brand-new electric or plug-in hybrid car, with insurance and more, for a fixed monthly amount. Cycle to Work Scheme. Employee Discount Scheme, to save money across lots of retailers



**Other, voluntary benefits:** charitable giving, critical illness insurance, dental insurance, health and cancer screenings for you and your partner, discounted gym memberships and season ticket loans, free fresh fruit and snacks in the office