



Health Promotion Agency

Position Description

Title Analyst, Digital Insights
Group Communications and Capacity
Reports to Transition Manager - Digital
Date August 2017

Purpose

As an Analyst, Digital Insights you will establish and lead HPA's customer-centred digital analytics and insights practice, enabling HPA to turn digital data into insights and strategic improvements across the business.

The values at HPA are for our people to be: trusted, inspiring, agile, and approachable.

Relationships

Internal

- Digital Transition Team.
- Programme and Marketing teams.
- Research and Information Service teams.
- Other staff and contracted resources in respect of communications, procurement, production, and other areas of technical or specialist advice.

External

- Media and marketing partners and agencies.

- Data and technology partners and vendors.
 - Health sector partners and service delivery partners.
 - Other Government and non-government health organisations.
-

Dimensions

Location Wellington, or alternatively Auckland with regular travel to Wellington

Accountabilities

- Ensure HPA is leveraging the most out of existing data sources and digital products.
- Support programme teams by optimising digital data capture, integration and modelling.
- Establish best practice, standards and an integrated platform for digital insights.
- Work closely with teams to uncover opportunities, provide insights and measures that drive product/channel development and customer-centred strategy.
- Provide data-driven product and channel development advice and ideas.
- Provide in-house support and advice on paid search engine marketing, optimisation and media work.
- Assist HPA to develop and drive a customer experience (CX) measurement and benchmarking programme.
- Continually refine and improve search engine marketing and media results.
- Prepare presentations of findings, reports, and scorecards to measure and report on customer experience and business KPIs.

Leadership

- Ensure the delivery of projects to agreed deadlines and meet reporting requirements against key accountabilities.
- Regularly demonstrate a positive, open and collaborative manner in supporting HPA's values and activities.
- Share expertise and knowledge within your team, across wider group and HPA.
- Take responsibility for building and maintaining strong relationships with internal teams.

- Develop projects in partnership with internal and external stakeholders including key Māori, Pacific and youth stakeholders.
- Deliver against HPA's Māori and Pacific approaches - Te Hiringa Hauora and the Pacific Approach.

Treaty of Waitangi

- Promote Te Hiringa Hauora and the Pacific Approach
- Develop projects in partnership with both internal and external stakeholders including key Māori, Pacific and youth stakeholders where relevant
- Commit to the development, implementation and monitoring of systems, processes and practices that strengthen and support effective outcomes for key audiences such as Māori, Pacific and youth.
- Commit to recognising and acting upon the principles of the Treaty of Waitangi and contribute to the improvement of Māori health. These principles are protection, partnership, and participation across all areas of HPA's operation and activities.

The position description may be varied from time to time, to reflect that roles may evolve over time and/or to reflect the changing requirements of HPA. Your input will be sought prior to making any changes to your position description.

Essential skills and experience

- Prior experience in an insights role, preferably in digital or product development.
- Digital/Marketing analytics experience with the proven ability to translate insights from data into product strategy and setting measureable goals.
- Experience querying, extracting and modelling data using a variety of techniques.
- Experience with Net Promoter (NPS), customer experience or customer journey mapping is preferred.
- Experience in 'growth hacking' and providing analysis and insights that have had direct commercial application to digital products.
- Prior experience in customer data integration, insight platforms and advanced analytics, and an understanding of professional search engine optimisation (SEO) and marketing (SEM) practices.
- Results orientated, with an energetic and enthusiastic approach.

- Solutions focused with the ability to drive continuous improvement.
- A 'can do' attitude and an agile approach suited to a complex matrix-style organisation

For more information see www.hpa.org.nz