



# Health Promotion Agency

## Position Description

<b>Title</b>	Analyst, Digital Insights
<b>Group</b>	Communications and Capacity
<b>Reports to</b>	Transition Manager - Digital
<b>Date</b>	October 2017

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## Purpose

As an Analyst, Digital Insights you will contribute to the establishment and development of 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.

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## 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.
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## **Dimensions**

Location                      Wellington

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## **Accountabilities**

- Assist HPA in leveraging the most out of existing data sources and digital products and support teams by optimising digital data capture, integration and modelling.
- Assist in establishing an integrated analytics stack and associated best practices and analytics standards 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 to continually refine and improve results.
- Assist HPA to develop and drive a customer experience (CX) measurement and benchmarking programme.
- Assist teams to develop KPIs and other customer-centred performance measures and monitors.
- Manage regular performance reporting and communications to teams via dashboards and other mechanisms including presentations and scorecards.
- Undertake data gathering, research, analysis or evaluation work as directed, to inform product development and strategic decision making.
- Contribute to the development of data-driven digital practices and culture at HPA.

## **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.

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### **Essential skills and experience**

- Undergraduate qualification in computer science, information technology, business or a data-related discipline.
- An evolving interest in, and ability to turn data into insights and insights into product strategy.
- Knowledge, qualifications and practical experience in data analytics, business analytics and insights and/or business intelligence.
- Interest or experience in 'growth hacking' and providing analysis and insights that have had direct commercial application to digital products.

- Ability to contribute to the configuration, development and application of an analytics stack.
- Results orientated, with an energetic and enthusiastic 'can do' approach.
- Ability to collaborate, present work and work well with across multiple streams of work and diverse teams.
- Experience querying, extracting and modelling data using a variety of techniques is preferred.
- Experience or interest in digital development, innovation or entrepreneurship.

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For more information see [www.hpa.org.nz](http://www.hpa.org.nz)