



# Commercial Data Analyst

**Fixed-term contract - 12 months**

**ITV - Grays Inn Road, London (with home/remote working)**

**Closing date: Wednesday 19th January**

We are looking for a Commercial Data Analyst to support ITV Interactive, ITV's competitions team, in achieving their creative and financial targets in attracting, engaging and retaining consumers. We need a confident and capable individual to ensure that key data is analysed and presented to provide insights in line with the strategic goals for ITV Win.

As a Commercial Data Analyst, you will work with Finance, external partners, internal Product Analysts, Data Product Managers and other stakeholders to ensure that business analytics and reporting are maintained to support Interactive planning, review, and compliance.

You will look to improve and automate the current business analytics processes and deliverables, working towards a self service model that can be rolled out to the Finance centre of excellence and wider Interactive stakeholders.

## **Key responsibilities:**

- Source, analyse and publish a range of business Key Performance Indicator metrics – revenues, entrants, engagement, web performance (itv.com/win), marketing – to provide high level analytics and insight for the business
- Create and maintain automated dashboards for the senior leadership team using Tableau, presenting complex data in innovative digestible formats
- Interpret analysis and present results and recommendations to both internal and external production companies and stakeholders at all levels within the business
- Data mining and metadata management, liaising with relevant teams to ensure processes are streamlined, maximising the quality and speed of work undertaken
- Proactively identifying analysis to add value to the business wherever possible

**To be considered for this opportunity you will need to demonstrate the following skills:**

**Minimum role criteria:**

- Experience of working with cross-functional teams, including finance, product managers, data teams and developers.
- Strong experience in Tableau dashboard creation (Desktop & Server)
- Knowledge of ETL tools (ideally Matillion), building pipelines for curated datasets
- Knowledge/Experience in Metadata manipulation

ITV strongly encourages applications for this role from candidates with a disability and as a Disability Confident Leader if you meet the minimum criteria for a role and you have declared that you have a disability, we'll guarantee you'll get to the next stage\*. **(minimum criteria above)**

**The Key role criteria is as follows:**

- Experience working within a transactional business to consumer business working on commercial modelling.
- Strong post-campaign presentation preparation and delivery skills
- Experience of independently building business use cases
- Experience of using database scripting (SQL etc) for analytics
- Familiar with cloud database AWS Redshift & GCP
- Knowledge of Google Suite products - Big Query, GA 360 & Data Studio
- Good stakeholder management skills
- Good organisational and prioritisation skills

We're happy to discuss any support/personalisation you may need during our application process as part of our reasonable adjustments approach. So we encourage you to get in touch with us if you require anything... our email is [talkingcareers@itv.com](mailto:talkingcareers@itv.com). Find out more here

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**Find out more about our benefits** <http://www.itvjobs.com/why-join-us/benefits/>

We want to be the most flexible employer in Media. We offer smart working and we will support you and provide you the right environment and work/ life balance

**For full details of this role and how to apply visit ITV's LinkedIn page to view this advert:**

**[COMMERCIAL DATA ANALYST APPLICATION](#)**