

ROLE PROFILE – Digital Data Analyst

DEPARTMENT	Audience Engagement
ROLE REPORTS TO	Head Of Audience Engagement
REPORTING TO THIS ROLE	Nil
WORKING WITH THIS ROLE	Head of Content, Research Panel Manager, Creative Manager and Creative Team, Customer Journey’s Manager and Team, Sales Director and Team
LIAISES WITH INTERNAL	Head of Daily News, Head of News Planning, Senior Leadership, Communications Manager, Insights Team,
LIAISES WITH EXTERNAL	Clients, vendors, third parties interests and stakeholders

BACKGROUND: MĀORI TELEVISION

Māori Television is New Zealand’s indigenous broadcaster, providing a wide range of local and international programmes for audiences across the country and online.

Our Vision

Māori language is a taonga (treasure) at the heart of Māori culture and New Zealand’s unique cultural identity. Our vision is for Māori Television to be "Te Kūaha ki te Ao Māori". Launched in 2004, Māori Television has two key long-term objectives:

- To significantly contribute to the revitalisation of the Māori language; and
- To be an independent Māori television service that is relevant, effective and widely accessible.

Outcomes Framework

We are working towards four outcomes:

1. More people value te reo me ngā tikanga Māori as part of our national identity. We will create, obtain and deliver content that enables people to value the Māori language and culture as a unique identity of Aotearoa. We will deliver content that supports people to use and learn the language, and celebrates the Māori culture. We want to reach out to as many people as possible, and we will have relationships with more people and partners so te reo Māori is heard and spoken throughout our communities.
2. More young people are excited about te reo Māori me ngā tikanga Māori. We will create, obtain and deliver content that excites young people about te ao Māori and inspires them to value and use te reo Māori me ngā tikanga Māori.
3. More people are engaged with high quality reo Māori and Māori content. We will create, obtain and deliver content that is well made and has a unique point of difference that will engage audiences and be available on various platforms. Our reo Māori content will be of high quality and will target audiences of different reo Māori abilities. We will produce content that provides Māori with an opportunity to learn more about their past to prepare them for their future.

- Our organisation inspires the revitalisation of te reo Māori me ngā tikanga Māori. We will provide an organisational culture that supports our people and partners to use te reo Māori me ngā tikanga Māori in an innovative and creative way.

PURPOSE AND PRIMARY GOALS OF ROLE:

This role is responsible for understanding the consumption and key drivers of consumption of our content by our audience and how Māori Television is performing against its outcomes framework. The role is responsible for building and maintaining our dashboard system that reports in real, weekly and monthly time across our business KPIs. The Analyst works very closely with the Panel Insights Manager, our news and customer journeys team to provide insight around audience engagement to identify tactical opportunities.

Core Capabilities:

- Development of daily, weekly and monthly measurements systems across our on and off line platforms to tell the story of our audience consumption and our content performance.
- Strong analytic capability with proven ability to integrate and synthesize research information from multiple sources, delivering value-added insights and recommended actions
- Ability to communicate and translate complex findings and statistics into easily understood insights for all stakeholders
- Ability to inspire and have credibility to assist in strategic and tactical decision making across the Māori Television business

Key Result Areas (KRAs)	Critical Tasks (CTs)	Key Performance Indicators (KPIs)	Competencies
<ul style="list-style-type: none"> Development of daily, weekly and monthly measurements systems across our on and off line platforms to tell the story of our audience consumption and our content performance. 	<ul style="list-style-type: none"> Deliver actionable insights that help to drive audience engagement on a daily and weekly level. Goggle Analytics and other online measurement tools analysis Manage and keep our daily dashboards up to date Work alongside customer journeys manager to enable optimisation of SEO and website performance 	<ul style="list-style-type: none"> Right content is delivered to right audience at the right time. Insights delivered impact on audience performance on a weekly level. Project and activities have progressed according to schedule and plan. Project and activities have been monitored and reported back to Head of Audience Engagement 	<ul style="list-style-type: none"> Exceptional organisational & communication skills A good working relationship with all the in-house teams associated with Audience engagement Statistical analysis Confidence & knowledge of the Maori culture & language Self-motivated and strong problem solving skills Ability to adapt quickly to changing

			business need
<ul style="list-style-type: none"> Strong analytic capability with proven ability to integrate and synthesize research information from multiple sources, delivering value-added insights and recommended actions 	<p>Proven ability to integrate and synthesize research information from multiple sources, delivering value-added insights and recommended actions.</p> <p>Find and apply relevant research data.</p> <p>Analyse digital and other sourced data to provide business with actionable insights</p>	<p>Help Māori Television gain a competitive audience advantage.</p> <p>Research data relevant to MTS outcomes and content.</p> <p>Collaboration with Research Panel Manager creating one source of audience truth.</p>	<p>Excellent written and verbal communication skills.</p> <p>Good research capabilities and use of data visualisation tools such as Tableau.</p> <p>SQL Experience or ability to learn</p> <p>Good understanding of te reo Māori me ngā tikanga Māori.</p> <p>Experience working in a kaupapa Māori based organisation.</p>
<ul style="list-style-type: none"> Technical Capability in a range of data tools and visualisation tools 	<p>Provide the business with digital insights and web based performance indicators.</p> <p>Expert in Google Analytics.</p> <p>Experienced user of Excel, PowerPoint, Word as well as data analysis software including SPSS. Ariana, data visualisation tools and basic online survey platforms.</p>	<p>Reports accurate and timely.</p> <p>Reports are meaning to targeted audience.</p> <p>Presentations in line with Māori Television business outcomes.</p> <p>All documentation is correctly branded</p>	<p>Experience in Ariana and Google Analytics</p> <p>Experience in Google Tag manager and campaign attribution.</p> <p>Exceptional ability to organize.</p> <p>Keen attention to detail</p> <p>Competence in using Excel, PowerPoint, Word as well as data analysis software including SPSS.</p>
<p>Ability to communicate and translate complex findings and statistics into easily understood insights for all stakeholders</p>	<p>Work closely with the Customer Journeys team to ensure that audience insights drive marketing and brand strategies that delivery sustainable audience growth.</p> <p>Work alongside researcher panel manager</p>	<p>Help Maori Television gain a competitive audience advantage.</p> <p>Findings relevant to MTS outcomes and content.</p>	<p>Excellent written and verbal communication skills.</p> <p>Good understanding of te reo Māori me ngā tikanga Māori.</p>

	to ensure our insights are understood and adopted across the business	MTS insights and panel are considered industry standard and credible.	Experience working in a kaupapa Māori based organisation.
Ability to inspire and have credibility to assist in strategic and tactical decision making across the Māori Television business	<p>Ability to inspire and develop team credibility.</p> <p>An effective presenter of complex data in a simple but meaningful way.</p> <p>Experienced user of Excel, PowerPoint, Word as well as data analysis software including SPSS. Ariana, data visualisation tools and basic online survey platforms.</p>	<p>Leadership and ability to inspire.</p> <p>Reports accurate and timely.</p> <p>Reports are meaning to targeted audience.</p> <p>Presentations in line with Māori Television business outcomes.</p> <p>All documentation is correctly branded.</p>	<p>Excellent written and verbal communication skills.</p> <p>Good understanding of te reo Māori me ngā tikanga Māori.</p> <p>Experience working in a kaupapa Māori based organisation.</p> <p>Exceptional ability to organize.</p> <p>Keen attention to detail</p> <p>Competence in using Excel, PowerPoint, Word as well as data analysis software including SPSS.</p>
Relationship Management	<p>Establish and maintain productive and positive relationships with staff.</p> <p>Manage the relationship with the client and all stakeholders</p>	Relationships with well managed with escalation communication appropriately communicated as required.	<p>Excellent written and verbal communication skills</p> <p>Good understanding of te reo Māori me ngā tikanga Māori</p> <p>Experience working in a kaupapa Māori based organisation</p>
Documentation	Create and maintain comprehensive documentation including spreadsheets, diagrams and process maps to document needs	All related documentation is clear and understandable by all parties. Updates are clearly presented to a high level of quality and	Strong working knowledge of Microsoft Office

		understanding	
Organizational and leadership skills	Use and continually develop leadership skills	Demonstrates solid understanding of good organizational citizenship.	Solid organisational skills including attention to detail and multi-tasking skills
Related duties	Perform other related duties as assigned	Other duties are executed as required	Flexible approach
Personal Development	Participate in MTS assigned training and coaching courses	100% attendance Use knowledge in practice	Application of knowledge
Health and Safety	<ul style="list-style-type: none"> • Provide strong leadership over health and safety matters • Work within occupational health and safety guidelines • Be alert, identify location dangers and prevent accidents before they happen 	<ul style="list-style-type: none"> • Accidents are minimised Accidents are prevented 	<ul style="list-style-type: none"> Compliance with policies and procedures Experience in the field, knowledge of the dangers that exist Conscientious First aid knowledge and attend training when required.

RESOURCE REQUIREMENTS

Laptop		
Desk		

CONTRIBUTION TO MĀORI TELEVISION

- To ensure that any ideas that may enhance the productivity or systems of the company are brought to the attention of your manager;
- Communicate care and passion for the Māori Television Brand;

- Strive to be positive and constructive at all times;
- Straight talking about the facts of the situation – open discussions are the best way to find solutions;
- Help others through communicating clearly;
- Deliver on commitments;
- Support all of the team that you are working with to ensure the achievement of goals;
- Volunteer for projects as is practical outside your normal scope to widen your contribution to the overall success of the company;
- Adhere to all company policies;
- Carry out any other tasks that arise to meet the operational needs of Māori Television

LIVING OUR VALUES

Māori Television is a leader in media content and technology. We succeed because of the talents and commitment of our people. We can all contribute to making Māori Television a great place to be, to have fun and succeed – for ourselves and the reason we are here to best support the reason we are all here, *Te Kūaha ki te Ao Māori*. We have four values about how we get along. They sum up how we do work here at MTS. By applying these values in our work, we can make our work more constructive and rewarding:

The principles that guide and rule how we will operate and work together are:

- Kia Tika - Be professional and maintain high standards;
- Kia Pono - Be truthful, honest and act with integrity;
- Kia Aroha - Be respectful and demonstrate empathy;
- Kia Māori - Maintain core Māori values.

	The Employee	On behalf of Māori Television
Name		
Signature		Position:
Date		

Selection criteria

Rating Criteria	Requires major improvement		Needs developing in this area		Fully effective, would work consistently well in this area		Significant strength, would generally exceed in this area		Outstanding skill, would consistently exceed in this area	
	1	2	3	4	5	6	7	8	9	10

Critical Tasks (CTs)	Weighting	Score/10
Ability to: <ul style="list-style-type: none"> Deliver actionable insights that help to drive audience engagement on a daily and weekly level. Goggle Analytics and other online measurement tools analysis Manage and keep our daily dashboards up to date Work alongside customer journeys manager to enable optimisation of SEO and website performance. 	40%	
Ability to: <ul style="list-style-type: none"> Proven ability to integrate and synthesize research information from multiple sources, delivering value-added insights and recommended actions. Find and apply relevant research data. Analyse digital and other sourced data to provide business with actionable insights 	40%	
Ability to: <ul style="list-style-type: none"> Provide the business with digital insights and web based performance indicators. Expert in Google Analytics. Experienced user of Excel, PowerPoint, Word as well as data analysis software including SPSS. Ariana, data visualisation tools and basic online survey platforms. 	10%	
Ability to: <ul style="list-style-type: none"> Ability to inspire and develop team credibility. An effective presenter of complex data in a simple but meaningful way. Experienced user of Excel, PowerPoint, Word as well as data analysis software including SPSS. Ariana, data visualisation tools and basic online survey platforms 	10%	
Totals	100%	/40

