**Job Description**

**Job title: Senior Performance Analyst**

**Grade: 8 Post number: GLA0234**

**Directorate: External Affairs**

**Unit: External Relations**

**Job purpose**

Be a key member of City Hall’s Strategic Communications function - translate information from a range of sources into coherent reports, actionable insights, and analysis to measure progress against strategic deliverables.

Support the identification, delivery, and management of a reporting and tracking tool or system to measure success and impact of various initiatives and communications across the External Relations unit. Work closely with colleagues in marketing campaigns, digital, social media, email marketing, media, partnerships, events, and inhouse insights team to identify and monitor key performance indicators and external sentiment tracking data that will add value to organisational priorities and objectives.

Advise how insights can best be used to drive engagement, improve user experience, support key performance indicators (KPIs), organisational roadmaps, and strategies. Regularly communicate reports and process ad-hoc requests in a clear and collaborative manner with all stakeholders (including senior management).

**Principal accountabilities**

1. Researching, procuring, and managing a suite of analysis tools or systems in line with organisational objectives. Set and deliver a performance analysis strategy that defines how best to satisfy the needs of a complex, matrix organisation within constraints. Communicate with senior stakeholders and stay abreast of industry developments to improve approach.
2. Assist in developing a performance reporting centre of excellence to guide and support multifunctional External Relations teams in creating and setting measurement frameworks/KPIs for campaigns, journeys, and functionality.
3. Researching, procuring and managing a suite of analysis and data management tools. Ensuring digital interactions and journeys are being captured appropriately.
4. Champion performance analysis in the organisation by promoting new ways of working and providing training. Work with colleagues across government and external analyst communities.
5. Creating, reviewing, and scheduling reports and results regularly to a wide range of audiences (internal and external) - providing insights which are clear, evidence-based, data-led, and actionable. Proactively working with these audiences for the continual improvement of onsite activities and long-term strategies.
6. Support colleagues in Marketing Campaigns, Strategic Communications, and the wider External Relations Unit in promoting the use of agile working, user focus, and strategic impact measurement transformation across the organisation.
7. Manage staff (as applicable) and resources allocated to the job in accordance with the Authority’s policies and Code of Ethics and Standards
8. Realise the benefits of a flexible approach to work in undertaking the duties and responsibilities of this job, and participating in multi-disciplinary, cross-department and cross-organisational groups and project teams.
9. Realise the benefits of London’s diversity by promoting and enabling equality of opportunities and promoting the diverse needs and aspirations of London’s communities.

**Key contacts**

**Accountable to:** Senior Manager, Strategic Communications

**Accountable for:** Resources allocated to the job

**Principal contacts:** External Relations Managers, Officers and Executives, Digital team, Transformation team, Policy teams across the organisation, contractors and external suppliers.

**Person specification**

**Technical requirements/experience/qualifications**

1. Experience sourcing, maintaining, updating, and improving a suite of data-driven tools and systems for impact and success measurement across marketing campaigns, events, public relations, social media, and email marketing
2. Experience of using sentiment tracking and integrated performance measurement tools would be desirable.
3. Experience of using analytics software to track, interpret, and report on marketing and social performance engagement across social media accounts, paid media advertising campaigns (on social media and out of home), email marketing, earned media channels, and digital marketing.
4. Evidence of discovering patterns in data and finding new ways of measuring impact - committing to industry best practice.
5. Experience of training internal clients in using performance measurement tools.
6. Demonstrable track record in managing stakeholders, suppliers, gathering business requirements, developing KPIs, and regularly communicating at all levels including senior leadership to influence a culture of data and the importance of impact measurement.
7. Experience in communicating complex data on a regular or ad-hoc basis as requested. Exposure with producing engaging and understandable reports and presentations without technical jargon to an audience of senior, multidisciplinary stakeholders including leadership teams.

**Behavioural competencies**

**Stakeholder focus**

… is consulting with, listening to and understanding the needs of those our work impacts and using this knowledge to shape what we do and manage others’ expectations.

Level 3 indicators:

* Understands diverse stakeholder needs and tailors team deliverables accordingly
* Is a role model to others, encouraging them to think of Londoners first
* Manages stakeholder expectations, so they are high but realistic
* Removes barriers to understanding the needs of diverse stakeholders, including hard to reach groups
* Focuses own and team’s efforts on delivering a quality and committed service

**Communicating and influencing**

… is presenting information and arguments clearly and convincingly so that others see us as credible and articulate, and engage with us.

Level 2 indicators:

* Communicates openly and inclusively with internal and external stakeholders
* Clearly articulates the key points of an argument, both in verbal and written communication
* Persuades others, using evidence-based knowledge, modifying approach to deliver message effectively
* Challenges the views of others in an open and constructive way
* Presents a credible and positive image both internally and externally

**Planning and organising**

… is thinking ahead, managing time, priorities and risk, and developing structured and efficient approaches to deliver work on time and to a high standard.

Level 2 indicators:

* Prioritises work in line with key team or project deliverables
* Makes contingency plans to account for changing work priorities, deadlines and milestones
* Identifies and consults with sponsors or stakeholders in planning work
* Pays close attention to detail, ensuring team’s work is delivered to a high standard
* Negotiates realistic timescales for work delivery, ensuring team deliverables can be met

**Problem solving**

… is analysing and interpreting situations from a variety of viewpoints and finding creative, workable and timely solutions.

Level 2 indicators:

* Processes and distils a variety of information to understand a problem fully
* Proposes options for solutions to presented problems
* Builds on the ideas of others to encourage creative problem solving
* Thinks laterally about own work, considering different ways to approach problems
* Seeks the opinions and experiences of others to understand different approaches to problem solving

**Research and analysis**

… is gathering intelligence (information, opinion and data) from varied sources, making sense of it, testing its validity and drawing conclusions that can lead to practical benefits.

Level 3 indicators:

* Expands networks to gain new information sources for research and policy development
* Identifies and implements methods to ensure intelligence is of a high quality
* Encourages others to analyse data from different angles, using multiple perspectives to identify connections and new insights
* Tailors research investment in line with likely impact for Londoners and policy priorities
* Retains a bigger picture view, ensuring research recommendations are appropriate and practical for the GLA and its stakeholders

**Responding to pressure and change**

… is being flexible and adapting positively, to sustain performance when the situation changes, workload increases, tensions rise or priorities shift.

Level 2 indicators:

* Maintains a focus on key priorities and deliverables, staying resilient in the face of pressure
* Anticipates and adapts flexibly to changing requirements
* Uses challenges as an opportunity to learn and improve
* Participates fully and encourages others to engage in change initiatives
* Manages team’s well-being, supporting them to cope with pressure and change

**Working Patterns**

This post does not require any unusual work patterns.

**Reasonable adjustment**

Reasonable adjustment will be made to working arrangements to accommodate a person with a disability who otherwise would be prevented from undertaking the work.

**Structure chart**

