Data Quality Analyst

Department:	Corporate & Customer Strategy
Reports to:	Customer Data Manager
Direct reports:	0
Contract status	Permanent
Hours per week	35

Purpose of the role:

As a key person within the Customer Data Team, you will play an integral role in improving the quality and consistency of customer data, enabling marketing to increase commercial value through its effective use.

Responsibilities include working with key stakeholders to establish an in-depth understanding of business processes and data systems, defining and delivering improvements to data quality and leading the implementation of relevant changes that eliminate potential risks to data quality.

The role will further support the data analysts in data reconciliations, integrity checking and resolution of data quality issues in campaign extraction, data analysis and reporting.

The data quality analyst will also be responsible for identifying risks to the business through customer data and areas of non-compliance with DPA and GDPR regulations.

Key accountabilities:

- Develop and deliver a regular dashboard to understand the quality and completeness of customer data with recommended actions for improvement.
- Develop and maintain manual and automated processes and tools to repeat data quality checks efficiently
- Identify, scope and prioritise data quality related issues; working closely with business and technology representatives to resolve issues.
- Take the lead in analysing complex problems and issues relating to customer data in business systems, processes and procedures, working with the business teams to ensure these are resolved satisfactorily.
- Support the automation of existing processes, including improvements in regulatory statement data production
- Work with relevant stakeholders (internal and external) to ensure data is up to date, accurate and compliant with all data protection requirements.
- Re-code legacy SQL procedures to streamline and improve their efficiency

- Support the Customer Data Manager and other analysts in the design, construction and implementation of appropriate analytical processes which support retail strategy objectives.
- Implement all activities in line with agreed budgets and timescales.
- Represent the department (where appropriate) in meetings relevant to Data Protection.

Skills, knowledge & experience:

- Advanced knowledge of SQL Server
- Advanced Excel
- Data quality measurement and metric generation, and aggregation into quality performance indicators
- Strong analytical skills
- Good communication skills
- Strong attention to detail and accuracy of output
- Ability to prioritise, schedule and work to deadlines
- Ability to work independently as well as part of a team
- Excellent understanding of DPA and GDPR regulations impacting customer data
- Keeping up to date with the latest tools and trends

Values behaviours:

Our values help define who we are as OneFamily. They come from the beliefs we hold, the way we behave and how we want to work together for our customers.

- Better Together
- Being Your Best
- Being Innovative
- Champion The Customers' Needs
- Doing What's Right

Our values are unique to our brand. They give us purpose and focus. They are vital in helping us all 'do what's right'. If we are confident that we are true to our values, then we can be sure that we are doing the best for our customers.