|  |  |  |  |
| --- | --- | --- | --- |
| **ROLE Title:** | Data Scientist  | **DAte:** | September 2022 |
| **GRADE:** | D | **Business Unit:** | Group Customer & Marketing |
|  |  |  |  |
|  |  |  |  |
| **Role** | **Need to Do** | **Need To Know** | **Need to Be** |
| **Role Purpose**:- Responsible for Delivering insight to support our group marketing priorities - Building statistical models, propensity to buy, machine learning, segmentation and econometric time series models, life time value models in appropriate tools to help the business make decisions- Create optimisation models to help us grow our business - Create compelling business cases for investment and change, which are backed up by sound analytics **Role Dimension:****Financial** optimise marketing spend to maximise ROI **Non Financial-** -Internal customer satisfaction-Provide strategic customer and operational insight to support and drive RAC marketing plan**Reports to:** Senior Analytics Manager**Relationships****Internal:** Build strong relationships with key stakeholder HoFs and their teams: Consumer roadside; Insurance; Business roadside; Group marketing **External: Marketing & Data agencies, third party partners**  | **Outcomes****Insight leadership**Ensure our data assets and insight are used to maximise business growth for the business Be recognised as an analytics expert adding tangible value to business areas including Insurance, B2B and Operations**Strategy delivery** Provide insight that helps define and deliver the strategic priorities and implement the strategic plan**Customer CRM and acquisition** Data and insight used to optimise customer acquisition across all marketing channels, products and customer touch points. Resulting in increased ROI and value growth of the consumer portfolio through marketing **Data & Compliance** Ensure the value of data is maximised internally and used compliantly. Resulting in data usage with in the guideline of regulation and the business is able to make decisions based on data. **Personal Attributes:** -The successful candidate will be able to demonstrate ability to work in a fast-paced and complex environment and have a dynamic, hands-on approach with an eye for detail.-Well organised with good planning skills-Able to juggle competing priorities-Team player-Influencing skills | **Skills/Knowledge/Experience**- Practical knowledge of how to use the latest analytical thinking in a commercial environment and knowledge of best tools for the job - Experience in translating strategic thinking into actionable pragmatic and deliverable plans - Experience in using data and insight to constructively challenge the status-quo and organisational myths - Has the skills to collaborate with and influence virtual teams to deliver change that may not be directly linked to their individual goals, but has wider business benefit - Experience of translating complex analysis and data into a simple story that is understandable, authoritative, digestible and compelling for the audiences at different levels across the business- Experience in working with executives providing professional, accurate, and strategic advice- Highly capable in using power point to communicate complex analysis simply & compellingly - Understanding of pricing and analysis techniques. - Strong statistical modelling skills - Highly numerate with strong analytical & problem solving skills**Qualifications/FSA:**Experience as an internal consult or similar rolesDegree qualified in a relevant subject such as maths, economics or businessHas used multiple insight tools including, but not limited to R, Python, SAS, Alteryx, Power BI, Tableau, SQL  | **Capabilities/Strengths:****Core competencies:*** Strategic Thinking – Level 3
* Commercial Awareness – Level 3
* Leading Change – Level 3
* Developing self & others – Level 3
* Achievement Drive – Level 3
* Judgement & decision making – Level 3
* Leadership – Level 3

**Need to exhibit behaviours consistent with RAC core values:*** Handle it Together
* Exceptional Service
* Raise The Bar
* Own It
 |