**Position description**

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| **POSITION TITLE:** | Senior Insights Analyst/Data Scientist |
| **WORK UNIT:** | Strategy & Major Projects |
| **RESPONSIBLE TO:** | Head of Data, Insights & Analytics |
| **LOCATION:** | Melbourne |
| **PURPOSE:** | To develop insights that improve EA’s understanding of market and member behaviour and foster a culture of data-driven decision making across the business. |

## Introduction

## Lead the development of commercial and customer insights for Engineers Australia. Build out EA’s understanding of the member lifecycle and identify opportunities for improving the management of leads, members and partners.

We are looking for an inquisitive and creative data scientist / insights analyst, with a passion for analytics and continual development, a strong commercial focus and an exceptional problem-solving toolkit.

A lateral thinker with strong data journalism skills, you will work across the customer, commercial and operational arms to develop insights and models that challenge existing business practices and deliver tangible commercial benefits.

## Duties

Duties include (but are not limited to):

* **Member Analytics:** Develop modelling to build out EA’s understanding of the member journey and facilitate the personalization of member contacts.
* **Measurement: Promote a culture of true data-driven decision making, personalised interactions and closed loop measurement based on multi-channel data.**
* **Value: Develop modelling to inform EA’s understanding of member value.**
* **Marketing Analytics:** Improve EA’s understanding of marketing efficacy through robust ROI measurement and attribution modelling.
* **Experimentation: Champion a culture of experimentation within EA. Educate stakeholders on experimental design concepts and implement protocols for measurement and automation.**
* Other duties as required.

## Work health & safety (WHS) obligations

As an employee of Engineers Australia, you must:

* Take reasonable care for your own health and safety in the workplace;
* Take reasonable care that your acts or omissions do not adversely affect the health and safety of others in the workplace;
* Cooperate with your employer about matters of health and safety;
* Comply with any reasonable instruction and cooperate with Engineers Australia’s WHS policies and procedures; and
* Familiarise the broad meaning of ‘workplace’ in health and safety legislation and Engineers Australia WHS policies and procedures.

## Communication and relationships

## A confident collaborator with a wide range of business stakeholders.

## Ability to explain complex analytical concepts to non-technical audiences.

## Establish regular forums for the sharing of insights across the business.

## Act as an enthusiastic business partner and coach on all matters analytics – actively developing analytics capability across the business.

## Diversity and Inclusion at Engineers Australia

Engineers Australia is an equal opportunity employer and we embrace diversity. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills. In turn are committed to creating a safe inclusive environment for all employees.

Should you need any reasonable adjustments during this recruitment process please email HR@engineersaustralia.org.au

## Selection criteria

* Minimum 3 years demonstrable experience in a similar role, with a focus on customer or risk analytics.

## Demonstrable expertise in developing predictive models to support customer management programs.

## Strong statistical analysis skillset.

* Level of proficiency across a range of data platforms and analytical tools.

## Ability to translate complex analytical concepts into a compelling business narrative.

## Extensive hands-on technical experience but with a strategic and commercial mindset.

## A good networker with a solid consulting toolkit.

## An enthusiastic and effective coach/partner to non-analytical colleagues.

## Tertiary qualification in numeric field.

