Sainsbury’s regularly contacts its base of over 12m customers with communications targeted by content, channel, offer, and discount.  Through our very large direct marketing programme we drive business sales, profit, share and the development of the newest businesses within the Group.  We identify when customers are at risk of churning and re-ignite their loyalty to the business before they lapse from us.  We grow sales from individual customers both to support key categories, but also the business’s overall sales line.  We drive additional visits, more items in the basket, and use of more of our multiple channels by our customers.  Making proper use of our data is essential to every aspect of this programme.

There are several analytics sub-teams in Marketing who deliver this programme (approx. 30 analysts in total), focusing on the start and end of the customer journey, our targeted sales-boosting programmes and developing the tools and capabilities we need to make our communications ever more personalised, and even more impactful.  We carry out our most complex modelling, forecasting, tool building, and insights-generation in-house, and we use agile working methodologies to make sure we’re delivering the right priorities.  To support this, and to support the wider analyst team, we need Analytics Managers who are able to lead our analytical sub-teams, ensuring that they have a clear vision set and understand how their actions will help Sainsbury’s to be successful, ultimately working towards our corporate strategy of Knowing Our Customers Better Than Anyone Else.

**What I need to do**

* You will be managing a team of analysts to drive our customer loyalty initiatives and our marketing campaigns, demonstrating thought leadership and great stakeholder management, and taking control of an agile backlog of work.
* You should be taking on end-to-end responsibility for your own analytical projects, as well as those of your analytical team.  As part of this, you should display real thought leadership and challenge, setting the questions we should answer in our PCAs and challenging our assumptions to get the best, actionable answer for the business.  We need always to evolve and improve the work we do, never standing still.
* Analysts at every level of the team contribute to planning and designing the targeting and offers we use for our targeted marketing programme – and we would expect our Analytics Managers to take an active role in this too.  We require Analytics Managers to play a big role in QA’ing what has been produced within their own team (and on occasion, elsewhere in the wider team), applying rigour and good judgement in this process.  The person in this role will help the analysts in their team see a path through larger problems and in order to design and execute an analytical approach.
* Analytics Managers should work closely with other Marketing colleagues and help develop new programmes and evolve existing campaigns.  They should apply their knowledge of analytical and statistical techniques, software and data sources to develop models of customer behaviour as foundations for these campaigns and to inform this collaboration.
* Our Analytical team is run by a Senior Analytics Manager and several Analytics Managers.  It is vital for the running of this team that this leadership group functions effectively and works well and collaboratively together.  A large part of the Analytics Manager’s role is in thinking through the impact of work in your team, and really making sure that everyone who could be impacted by this work knows about it; contributing and bringing other people in to stand-ups and sprint ceremonies.
* Finally, we expect our Analytics Managers to be an active, participating member of the Analytical team and the Marketing team at Sainsbury’s.  They should role model what great business behaviour looks like to the more junior members of the team, keeping an eye on the commercial impact of whatever we do whilst thinking how to frame and communicate this to the wider business, and bring stakeholders on the journey with them.

**How I will succeed**

Our analysts need to be highly skilled in their understanding and ability with SAS, Excel, and analytical and statistical techniques.  We use SAS for the majority of our work and substantial experience here is vital.

* We expect our Analytics Managers additionally to be knowledgeable about the other tools and platforms in the marketplace, and to have experience of some of them.  Part of their role is to be an analytical leader, and so knowledge of the wider analytical industry and its tools is vital, as is coaching and installing a broader technical understanding within the team, and sharing new tools and techniques.  We have R and Python available for us to use and the team will be trained up more in these tools and more of our ad hoc analysis can be carried out in our data lab.
* We work collaboratively with the creative and communications teams and are key players in strategic discussions and planning meetings. Teamwork and collaboration is essential. We expect our Analytics Managers to demonstrate these behaviours, and to set a high standard in how to communicate and interact with non-technical stakeholders to those in their team.
* We share our results and make sure the implications of them are understood in order to drive the impact we would like.  Our best analysts are able to ‘take a step back’ and see the ‘so what’ from their analysis: and our Analytics Managers need to challenge those around them to push for actionable insights and conclusions in the analysis that is presented and to lead the charge on where compromise is or is not acceptable.
* We are an engaged, friendly and welcoming team with a real focus on the customer.  Being able to work in a strong team environment, and to contribute to this, will be essential for a successful candidate.  You will also play an active role in the wider Sainsbury’s Data and Analytics community.

**What I need to know**

Required

* A strong quantitative university degree (e.g. statistics, mathematics, physics, machine learning, engineering)
* Experienced at managing a team of analysts and/or data scientists, managing their priorities and development with a track record of leading them in a fast-paced environment.
* A strong commitment to accuracy and rigour in the analysis produced within the team
* Experience of Marketing Campaign design and analysis and/or Insights is essential, working with customer data to find key insight and drive business change
* Extensive programming ability, including several years’ experience in SAS and strong ability to use SQL, with a proven experience of analysing data in a corporate environment.  A strong understanding of efficiency and best practice in how more substantial pieces of code should be written – and an ability to install this in the wider team.
* Ability to use Microsoft Office products, especially Excel, with skills in VBA
* Excellent analytical skills and statistical understanding including time series analysis, operational research, predictive modelling, and experience of applying these for decision making (preferably within direct marketing).
* High level understanding of data architecture/governance
* Experience of managing stakeholders at various levels, and good presentation skills (verbal and written)
* Excellent communicator with the ability to explain complex analytical techniques to non-technical audiences in a clear and positive manner and the implications of the results.  The ability proactively to anticipate how internal customers react to analytical results and so shape the presentation and communication of these accordingly.  A creative brain that can depict more complex techniques in a simplified and engaging way
* Experience and interest in commercial acumen, business planning, and future business developments

Desirable

* Prior knowledge of grocery or retail markets
* Experience of other analytical packages and platforms like Python, R, Enterprise Minor, SPSS etc.  A proven commitment to learning about commercial analytics more broadly and ongoing knowledge of the developments in the marketplace.
* Experience of agile delivery methods, particularly working in sprints and use of Kanban
* Design of Experiments (DOE) including experiment designs, randomisation, blocking, noise, confounding, control, factorials, A/B
* Experience with existing reporting technologies, e.g. Tableau, MicroStrategy, and an awareness and curiosity of new ones
* Proficient with Data Science stack (pandas, matplotlib, statsmodels, etc.) or equivalent
* Design and application of a variety of techniques to large and varied datasets at pace.  Examples include Machine learning and statistical techniques like clustering, classification, regression, association rule mining, variable reduction, outlier detection
* Evaluation of Data Science techniques and algorithms e.g. ROC, uplift, error, recall etc.
* Ability to reverse engineer and transform relational data structures

**What I need to show**

* Business acumen, commercial awareness and judgement
* The technical ability to produce the results: strong analytical skills with the ability to collect, organise, analyse and disseminate significant amounts of information with attention to detail and accuracy
* The business understanding to use the results
* Ability to clearly articulate required outcomes and present analytics work in a clear and succinct manner, to colleagues at all levels, across all functions
* Identify opportunities for automation, minimising repetitive tasks and tailoring the analytical and reporting tools available, and/or investigating new options to deliver the required output (which may also be challenged)
* Ability to build relationships with people and get things done in a large organisation
* Ability to clearly articulate pros and cons of various technologies and platforms
* Independence to achieve results and work under own guidance and initiative progressing projects and work streams accordingly
* Reusability of models, and an understanding of the commercial significance of model improvements
* Curiosity, scepticism and attention to detail regarding data, data quality, samples, bias, etc.
* An awareness and understanding of technology trends and direction in Analytics
* Be proactive at developing the technical skills of yourself and of the wider team – across SAS, R and/or Python
* Strong leadership and development of others: and not just for your own immediate team

**Resources available to me**

* Analytics team
* All required data sources to carry out daily tasks, including but not limited to; customer, transactional, product, store and campaign data
* Campaign Delivery Team who run some of the campaign selections on behalf of the wider team
* Knowledgeable colleagues in the Marketing Communications team and wider Data & Analytics community
* Training budget for technical tools over and above Sainsbury’s development offering
* Agile delivery tools: confluence, Jira

**What decisions I can make**

* Prioritisation and distribution of workload and projects for individuals within, and across, your team
* Analytical approach, methodology, and tools: what we use for each piece of work, and also what we have in our arsenal
* Design (with peer stakeholders on the comms side) and strategy behind customer selection, offers and targeting for our large-scale campaigns
* Choose future activity (or non-activity) based on campaign results and business context, and for the allocation of activity budget
* Narrative of analysis and recommendations for future analytical projects and developments based on business requirements

Please note: This role profile is aimed at describing the core output that should be achieved in this role. It is not intended to include specific tasks, temporary activities or projects to recognise flexibility in a changing context.