

Job Title	Data Research Officer
Team	Data Services and Research Team
Reporting To	Data Services and Research Manager

About your role

Deliver a broad data research programme which includes public transport performance and customer/market research data, to support the organisation’s business plan and reporting frameworks. Design, implement and analyse customer research, public involvement studies and customer feedback programmes and from the results of these activities, deliver reports and recommendations.

Why is your role important or how does it add value?

- Through the provision of high quality qualitative and quantitative market research
- Through the collection of data and analysis relating to public transport performance
- Through the delivery of data/reporting/insights to aid decision making and drive positive change across the organisation

What are the tasks or work areas you are responsible for?

- Responsible for ensuring periodic electronic data from Operators and Local Authorities is received on time and to required specifications to support the organisations’ annual business forecasting cycle and management/financial reporting processes in order to report on current and future customer usage of all transport modes.
- Design, implement and analyse customer and market research surveys to support and inform decision making, help ensure community support for proposals and provide input into strategy and programme development. Deliver electronic survey and questionnaire design in line with the timescales required to deliver the agreed outputs.
- Support projects and initiatives such as public consultations, infrastructure, and network changes, liaising with necessary internal departments to establish customer research criteria/needs and facilitate the most appropriate method of delivery.
- As requested, analyse Operator and Local Authority data, internal customer research studies and public consultations, present findings which may include recommendations on appropriate courses of action to facilitate change discussions internally and externally
- Provide an electronic data research, data maintenance, validation, and quality control service for the organisation, ensuring data received via internal and external sources is stored efficiently and is available for manipulation and analysis, enabling the development of high-quality business intelligence.

- Day to day responsibility for all processes required in extracting data and reporting on the organisation's CRM database, enabling insight to be given to the organisation on customer feedback relating to the transport network.
- Liaise with the Data Services and Research Manager, Data Services Officer and Service Audit function as required to specify the correct data structures/processes required for efficient collection of survey data, making recommendations on appropriate courses of actions to ensure data is usable and complete.
- Assist the Data Services and Research Manager to ensure all data conforms to legislation and organisational policies for data protection, data sharing, secure transfer, and retention.
- Work collaboratively with other members of the department, other Departments and external clients including consultants, operators, Local Authorities, Government Agencies and other Combined Authorities/PTEs.
- Any other responsibilities that are commensurate with the post as directed by the Data Services and Research Manager.

About You

What kind of behaviours are important?	
Ambition	Does not give in easily, prepared to stick at things to get something finished - persistent
	A consistent and persistent focus on what matters most for delivery
Innovative	Urgency in identifying problems and finding imaginative ways to solve them – avoiding bureaucracy or unnecessary work
	Willing to be challenged by colleagues – and to bring constructive challenge and support
Integrity	Organised and structured in how they work, demonstrating good personal time management
	Able to balance conflicting demands on their time, prioritises their workload well
Collaborative	Open minded to the ideas, contributions, or comments from colleagues, does not dismiss what others have to say
	Willingly adapts their style to suit different situations
Flexible	Moves quickly to get things done, invests additional effort if needed to meet a deadline or a goal
	Open minded and receptive to new ideas and suggestions, acknowledges the benefit of change even if they have personal concerns
Impact	Understands the purpose of the organisation, knows the vision and the strategic intention of the organisation
	Sees opportunities to make processes or how they work better, speaks up and shares their ideas

What qualifications or wider knowledge do you need?	E/D	A/I
Educated to A Level or equivalent in a numerate subject	E	A
Understanding of the public transport industry and geographical areas of South Yorkshire	D	I

Understanding of the role of Local Government and Combined Authorities	D	I
Good knowledge of databases (including query writing) and spreadsheets (preferably MS Access and Excel)	E	A/I
Knowledge of survey and analysis software including Microsoft 365, Excel, Power BI, SPSS and Alchemer - formerly Survey Gizmo (or similar)	E	A/I
Knowledge of data collection processes and methodologies	E	I

What previous experience is needed?		
Previous experience within a relevant role	E	A/I
Experience of using Excel at an advanced level, eg creating pivot tables and writing complex/advanced formulas for analysing data	E	I
Experience of using quality management systems for data validation	D	A/I
Experience of data capture, analysis, and reporting	E	A/I
Experience of managing relationships and processes with external parties	E	I
Experience of collaboration and influencing outcomes with internal and external parties	E	I

What skills should you have?		
Administration skills – completes core processes	E	I
Computer literacy skills – uses computer technology to support performance	E	A/I
Literacy skills – effectively communicates via written media	E	A/I
Analytical and numeric skills – interrogates and analyses data to gather relevant information	E	I
Communication skills – confidence to collaborate with a wide range of stakeholders	E	I
Accuracy and attention to details	E	I
Ability to work unsupervised, to own initiative and within deadlines	E	I
Customer and Stakeholder driven – works to add value for the customer/stakeholder	E	A/I
Strategic focus and critical thinker – uses past learning experience	E	I

Key

E = Essential

D = Desirable

A = Application form

I = Interview