Role profile

Role title	Analysis Executive
Department and directorate	Strategy and insight
Job family level	Grade 6
Reports to (job title and name)	Market Insight & Product Analysis Manager
Direct reports (job title and name)	NA

Summary – purpose of the role

Describe as concisely as possible the overall purpose of the job and including the core duties/responsibilities required to be performed in the role (eg, to provide a full range of administrative support services to the department including x,y,z)

Key accountabilities:

- Subject area expert in the field of market research
- Responsible for conducting market research and analysis to support specific projects, reports and to help in establishing retention and re-recruitment targets
- Turn complex data into easy to clear and accessible findings by using storytelling techniques and present these to stakeholders across the organisation to influence action
- Provide support and advice to own directorate and the wider organisation on conducting research (e.g. be able to help with creating a research brief and advising on what research methodologies to use)
- Analyse data in the BMA's Business Intelligence portal and provide insight in a suitable format
- Contribute to questionnaire design for membership surveys focusing on product and services evaluation
- Collect survey responses and assist with survey result analysis
- Assist with organising and running focus groups
- Manage the BMA Advisory Panel (focus group that meets quarterly and is utilised by the whole organisation)
- From time-to-time will be required to represent the BMA at external membership recruitment and retention events and actively recruit new members.

External/internal interaction

- Frequent interaction with the Product management team.
- Frequent interaction with Communication and Engagement, specifically audience engagement.
- Frequent interaction with all areas that directly interact with members and non-members.
- Coordination with areas regarding MI and Market Research insight.
- Some interaction with external agencies with regard to design, packaging and communication of products and services.

Skill (level and breadth of application)

- Subject area expert in the field of market research (conducting quantitative and qualitative research)
- Utilising market research & data analysis to establish trends and understand 'customer need', interpreting broad ranging qualitative and quantitative data
- Report writing and presentation skills
- Have excellent numerical skills and attention to detail
- Have good working knowledge of MS Excel for quantitative analysis of survey data. SPSS skills considered a plus
- Be able to present complex data clearly and incisively
- The role holder will be required to understand members' interactions with the BMA and contribute towards the construction of detailed profiles of member groups
- The role holder will be required to work with colleagues from across the organisation
    - Colleagues in other areas also conducting research
    - Provide advice on research techniques to colleagues

Intellectual demands (complexity and challenge)

- Able to create a research brief on behalf of other colleagues (identify the problem/question/hypothesis to be tested; suggest options re research methodologies to utilise
- Analysis of multiple data sources and use of business tools (e.g. BI portal) to conduct research and prepare and present findings
- Interpret complex information to develop simple, clear and focussed customer driven messages/value propositions
- A desire to continually challenge, review and evaluate how things are done is essential
- Need to demonstrate excellent internal and external stakeholder management skills when dealing with their needs and expectations

Judgement (independence and level and impact limitations)

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consequences of the decisions (eg what impact does the decision-making have on the performance of the team/section/department/organisation)?

- Management and prioritisation of workload
- Manages own projects, working with colleagues from across the organisation
- Provides reports/recommendations that impact priorities and activities of the directorate and wider organisation
- Able to challenge the status quo (e.g. using insight to suggest new ideas or areas for change)
- The work of the role holder would impact on others within multiple directorates

Use of resources (supervision of resources and influence)

What responsibility is there for managing people, equipment, budgets, resources, customer's welfare or confidential information? If this is a staff management role describe what is involved, eg staff reporting, staff development, appraisal, leading a department or the allocation of work.

How does the role fit within the organisation, eg support role, team member, team leader, specialist policy adviser, or leading major areas of core business?

- Role does not have line management responsibility
- Role holder is a subject area expert, and is required to provide support on market research to colleagues in own directorate and wider organisation
- The role reports into the Market Insight & Product Analysis Manager, who manages overall priorities

Communication (level, internal and external demands and significance)

*What people are typically contacted (regardless of the medium) **inside** the Association, eg immediate colleagues, senior managers or administrators? Committee members are the only members classed as internal communication. Normal non-committee membership and doctors are external (see below)*

*Who is in regularly contact with the role holder **outside** of the Association, eg members who are not committee members, suppliers, members of the public? Approximately what percentage of the time is spent on external communications?*

What is the purpose of these contacts, eg conveying information, gathering data?

- Frequent daily contact with the Market Insight & Product Analysis Manager, Product Managers, Strategic Proposition Development Manager and broader Product Management team
- Regular contact to work with relevant data analysts within the organisation
- Regular contact with other research roles within the organisation
- Occasionally required to contact people employed at other organisations, e.g. GMC, for the purposes of obtaining data
- Regular contact with members as part of research work

Physical demands & coordination (physical effort and mental strain)

Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration?

Most BMA roles will be

- Normal co-ordination or physical demands associated with an office environment, limited requirement to engage in lifting/carrying/other exertion.

Physical demands & coordination (physical effort and mental strain)

- Regular use of digital business management tools such as the BMA BI Portal leading to extensive VDU use.
- Willingness to carry, assemble, strike and pack display equipment, promotional incentives and marketing collateral during recruitment events and exhibitions.
- Occasional extended periods of standing at recruitment events, careers fairs and exhibitions

Working conditions and emotional demands)

What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these?

Most BMA roles will be

- The job is conducted in a normal office environment and is not exposed to hazardous conditions or anti-social behaviour.
- From time-to-time the role holder will need to work unsociable hours (some careers courses are held on weekends).
- The role includes contribution towards change within a change-averse organisation; as a result there are a number of emotional demands on the role holder.

BMA competency level required

Behavioural competency	Level
Personal responsibility – demonstrates a positive attitude and takes ownership and responsibility for work performance	C
Service focus – demonstrates an understanding of customer needs and has a service orientation	B
Gathering information – is driven to seek out information and carries out research to the level required to achieve objectives	B
Team working – works with colleagues cooperatively in own department and the wider organisation	B
Influencing others – persuades others to support a viewpoint and achieve their participation	C
Creativity and innovation – takes a creative approach to work, identifies new ways of doing things and develops ideas to benefit the association	B
Dealing with change – implements and adapts to new ideas and ways of working at individual, team and organisational level	C
Leading people – communicates goals, engages and motivates others to achieve	N/A
Managing and developing people – sets goals and ensures others perform to their full potential and meet required standards	N/A

Sign-off

Manager:	Date:

Sign-off	
Role holder:	Date: