**Unit: Marketing**

**Job Description: Data Officer**

**Grade: Executive Officer**

Water Safety Ireland is the statutory body established to promote water safety in Ireland. We focus on reducing drownings and aquatic accidents through public awareness and education. On average, 115 people drown each year in Ireland. We strive to reduce these fatalities by targeting specific groups with water safety messages and courses and by changing attitudes and behaviours so that our aquatic environments can be enjoyed with confidence and safety.

To this end, and through a suite of supporting initiatives, WSI produces national awareness campaigns and supports a network of thirty community-based Water Safety Area Committees (WSAC) nationwide. The organisation’s drowning prevention programmes include coordinating the training of Lifeguards and lifesaving classes for the public, implementing policies to further a positive change in public skills, attitudes and behaviours around water, and the promotion of drowning prevention messaging to at-risk groups. The Data Officer’s role is crucial to inform drowning prevention programmes and the delivery of water safety marketing and education campaigns to the relevant at-risk groups.

Reporting directly to the Marketing Manager and working closely with the Marketing, and Education Teams, this role will be based in our Galway Headquarters.

**Salary Range:**

€32,625 to €54,481

**The Role:**

The key purpose is to produce statistics and analyse data related to drowning, lifeguard services and WSI education courses. To interpret this data and advise on key statistical trends that influence strategic marketing and education decisions.

**Key Responsibilities:**

**(Please note this list is not definitive nor restrictive)**

* + Act as the main source of drowning data analysis for business stakeholders, ensuring data integrity and proactively identifying data and reporting issues and improvement opportunities.
  + Make recommendations based on data analysis findings and interpretations that will help to inform management’s development of drowning prevention initiatives, marketing activity and digital strategy, working cooperatively with other internal and external teams.
  + Gathering, analysis and interpretation of all related data sources.
  + Monitor, analyse, interpret and report performance KPI's across related touch points including campaigns and digital activity
  + Ensure that analysis is delivered on time and to the necessary quality standards.
  + Help to ensure that the database is being fully utilised in achieving marketing and education objectives.
  + Keep abreast of appropriate tools and techniques to maintain good industry knowledge.
  + Become involved in other ad hoc tasks as required
  + To produce statistics and information about lifeguard services and WSI education courses.
  + To analyse data, identifying trends and providing insights around these key statistics.
  + To produce an annual operations statistics report and monthly KPI reports.
  + Develop online standard information and data resources.
  + To assist in the quality control of drowning data, lifeguard data and WSI courses data.
  + Support continuous improvement through participation in events
  + To become involved in other ad hoc tasks as required.

**What Success looks like: The following Key Performance Indicators will be periodically measured to benchmark productivity and success in this role:**

* Key Performance Indicators will be periodically measured to benchmark productivity against specific business targets related to the strategic goals of WSI’s Strategic Development Plan (<https://watersafety.ie/publications/>. Associated metrics will track and measure specific actions.

**Health and Safety**

* To report any health and safety issues clearly and promptly to all relevant stakeholders.
* To attend all training. This may include training outside of normal working hours, and it may include training on site, at alternative locations or online training platforms.
* To ensure that all accidents and incidents are accurately and promptly reported to the Health and Safety Officer on the appropriate form.

**Customer Care**

* To be professional, courteous, and positive in all dealings with all stakeholders.
* To deal with all customer queries, concerns or complaints in a prompt, courteous and professional manner.
* To inform all relevant stakeholders of any customer complaints or concerns with a view to learning from the situation and preventing a recurrence.
* To reflect the values of Water Safety Ireland and Public Service in every aspect of your role.

**Key Competencies this Role Requires:**

* **People Management -** A key competency of this role is People Management. This is demonstrated by:

1. Consulting and encouraging the full engagement of the team, encouraging open and constructive discussions around work issues.
2. Getting the best out of individuals and the team, encouraging good performance and addressing any performance issues that may arise Offering own ideas and perspectives.
3. Valuing and supporting the development of others and the team.
4. Encouraging and supporting new and more effective ways of working.
5. Dealing with tensions within the team in a constructive fashion.
6. Encouraging, listening to, and acting on feedback from the team to make improvements.
7. Actively sharing information, knowledge, and expertise to help the team to meet its objectives.

* **Analysis and Decision Making -** A key competency of this role is the ability to analyse information and make appropriate decisions.

This is demonstrated by:

1. Effectively dealing with a wide range of information sources, investigating all relevant issues.
2. Understanding the practical implication of information in relation to the broader context in which you work – procedures, divisional objectives etc.
3. Identifying and understanding key issues and trends.
4. Correctly extracting and interpreting numerical information, conducting accurate numerical calculations.
5. Drawing accurate conclusions & making balanced and fair recommendations backed up with evidence.

* **Delivery of Results -** A key competency of the role is delivery of results.

This is demonstrated by:

1. Taking ownership of tasks and being determined to see them through to a satisfactory conclusion.
2. Remaining logical and pragmatic in your approach, setting objectives and delivering the best possible results with the resources available through effective prioritisation.
3. Constructively challenging existing approaches to improve efficient customer service delivery.
4. Accurately estimating time parameters for projects, making contingencies to overcome obstacles.
5. Minimises errors, reviewing learning and ensuring remedies are in place.
6. Maximises the input of your team in ensuring effective delivery of results.
7. Ensuring proper service delivery procedures/protocols/reviews are in place and implemented,

* **Interpersonal and Communication Skills -** A key competency of this role is demonstrating excellent interpersonal and communication skills.

This is demonstrated by:

1. Modifying your communication approach to suit the needs of a situation or audience.
2. Actively listening to the views of others.
3. Liaising with other groups to gain co-operation.
4. Negotiating, where necessary, to reach a satisfactory outcome.
5. Maintaining a focus on dealing with customers in an effective, efficient, and respectful manner.
6. Being assertive and professional when dealing with challenging issues.
7. Expressing yourself in a clear and articulate manner when speaking and in writing.

* **Specialist Knowledge, Expertise and Self Development -** A key competency of this role is demonstrating specialist knowledge, expertise, and self-development by:

1. Displaying high levels of skills and expertise in your own area and providing guidance to colleagues.
2. Having a clear understanding of the role, objectives, and targets and how they support the services delivered by WSI, and the ability to clearly communicate this to the team.
3. Leading by example, demonstrating the importance of development by setting time aside for development initiatives for yourself and for the team.

* **Drive and Commitment to Public Service Values-** A key competency of this role is possessing the drive and commitment to Public Service Values. This is demonstrated by:

1. Remaining consistently committed to the cause of Water Safety and WSI’s mission.
2. Consistently striving to perform at a high level.
3. Demonstrating flexibility and openness to change.
4. Consistently ensuring that customer service is at the heart of your work and teamwork.
5. Remaining thorough and conscientious, even if work is routine.
6. Remaining enthusiastic and resilient, persevering in the face of challenges and setbacks.
7. Remaining honest and trustworthy.
8. Acting with Integrity at all times and encourages this in others.

**Person Specification: Required Criteria:**

* + Experience in a similar role in an Analysis or Digital environment
  + Microsoft Office experience – particularly strong in MS Excel.
  + Use of Data Analysis tools - e.g., Alteryx, Faststats, SPSS, SAS, Teradata
  + Use of digital analysis tools - e.g., Google Analytics, Sitecore Analytics, Gorkana, Hootsuite
  + Experience of producing & analysing reports.
  + Desirable understanding of WSI operations.
  + Aptitude for numbers and computers, good communication skills.

**Essential Education Criteria:**

* + Essential - Degree or equivalent experience
  + Desirable - Degree in Mathematics / Statistics / Marketing / Business Studies or equivalent experience / Advanced Excel skills

**Person Specification: Desired Criteria:**

* + Enjoys analytical work and pays good attention to detail.
  + Enjoys working with the visualisation of data at a technical level to answer problems and generate understanding, who enjoys turning data into clear reports and can communicate results with differing audiences.
  + Ability to work autonomously

**Garda Vetting and References**

The successful candidate may be subject to Garda Vetting Procedures in line with the

provisions of the National Vetting Bureau (Children & Vulnerable Persons) Act 2012 to 2016 as appropriate in advance of appointment.

The appointment of any successful candidate will be subject to receipt of references which are satisfactory.

**Car and Driving Licence**

It may be necessary for the person employed to hold a full driving licence.