



# Job description

Haere mai

This job description is your go-to place for all the ins and outs of this role at Internal Affairs

## Senior Digital Insights Analyst

### Customer Design and Uptake, Services and Access, Service, Delivery and Operations

As part of the Customer, Design and Uptake team, the Senior Analyst, Channel Insights provides technical leadership for the strategy, design and delivery of the data collection and analysis to support customer design analytics, optimisation, reporting, and channel strategy for Services and Access.

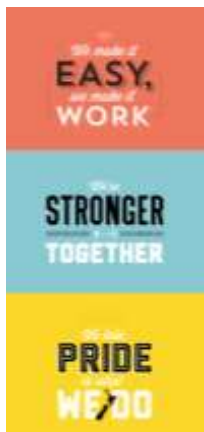
- **Reporting to:** Uptake Manager, Services and Access
- **Location:** Wellington
- **Salary range:** Delivery Band H

### What we do matters – our purpose

Our purpose is to serve and connect people, communities and government to build a safe, prosperous and respected nation.

In other words, it's all about helping to make New Zealand better for New Zealanders.

### How we do things around here – our principles



#### We make it easy, we make it work

- Customer centred
- Make things even better

#### We're stronger together

- Work as a team
- Value each other

#### We take pride in what we do

- Make a positive difference
- Strive for excellence

### Working effectively with Māori

Te Aka Taiwhenua – our Māori Strategic Framework – enables us to work effectively with Māori. Te Aka Taiwhenua is underpinned by our mātāpono – Kotahitanga, Manaakitanga, Whānaungatanga, He Tāngata.

As DIA is an agent of the Crown, Te Tiriti o Waitangi/The Treaty of Waitangi is important to everything we say or do. We recognise it as an enduring document central to New Zealand's past, present and future. Building



Te Tari Taiwhenua  
Internal Affairs

and maintaining meaningful relationships is important to work effectively with Māori, stakeholders and other agencies. We accept our privileged role and responsibility of holding and protecting the Treaty of Waitangi / Te Tiriti o Waitangi.

What you will do to contribute	As a result we will see
<p><b>Provide key operational and design insights to services and access and Service Delivery &amp; Operations Business</b></p> <ul style="list-style-type: none"> <li>Analyse channel information, including volumes over time, time to serve, patterns of channel use and how transactions flow through the channels to inform service design and improvements.</li> <li>Interrogate data to look beyond the obvious and identify what needs to be investigated further</li> <li>Analyse customer behaviour to understand customer needs and behaviours across channels and analyse how the channels are being used (including web channels and analytics)</li> <li>Provide expert advice to technology investment business cases and decisions</li> <li>Support and mentor other people within the team by proactively sharing knowledge and providing advice and peer review</li> <li>Monitor the online customer channels through web analytic tools to understand activity and flow.</li> </ul>	<ul style="list-style-type: none"> <li>We will have a joined up view of our customers' journey across channels</li> <li>The process for setting Customer Design and Uptake priorities and strategic direction is informed by accurate, timely analysis</li> <li>Appropriate and helpful responses are provided to information requests</li> <li>Capability is developed within the team by promoting a continuous learning environment, through effective mentoring of team members</li> </ul>
<p><b>Inform Strategic direction and Business Improvement Initiatives</b></p> <ul style="list-style-type: none"> <li>Develop strategic insight and interpretation of customer data to determine what it means for actively shifting customers onto online channels</li> <li>Support the development and management of Customer data collection systems accordingly</li> <li>Work collaboratively with Analytics and Reporting to ensure consistent, fit for purpose approaches to data capture methods</li> <li>Work with the Customer Design and Uptake teams to identify what the customer channel data is showing and what it means for adjustments to customer experience.</li> <li>Develop proposals for the design and implementation of systems for significant customer data collection that meet our business needs</li> </ul>	<ul style="list-style-type: none"> <li>We understand our customer's behaviour, when they shift between channels and why, so we can focus our efforts on making it easy to use online channels</li> <li>We have good systems for data collection to make this easy for our people</li> <li>Our data will be connected with the insights from our frontline people to inform design and improvement initiatives</li> <li>The impact of change is understood. We can test, learn and make adjustments where needed</li> </ul>

What you will do to contribute	As a result we will see
<p><b>Advising decision makers</b></p> <ul style="list-style-type: none"> <li>• Provide research, advice and analysis to inform business change based on user insight</li> <li>• Provide clear, succinct and well-informed verbal and written advice to decision makers</li> <li>• Use appropriate and impactful communication approaches to present options and proposals for consideration or discussion</li> <li>• Provide timely, clear and proactive advice to project or initiative owners about emerging risks or issues</li> </ul>	<ul style="list-style-type: none"> <li>• Research, briefings and reports are high quality, well prepared and presented</li> <li>• Communication is effective and meets the need for which it was intended</li> <li>• Communication methods are adapted for the content and audience – one size does not fit all</li> <li>• Communications are provided when needed and when appropriate</li> <li>• Communications are well researched and able to meet audience needs and expectation</li> </ul>
<p><b>Relationship Management</b></p> <ul style="list-style-type: none"> <li>• Develop and maintain positive working relationships with stakeholders</li> <li>• Liaise with the SDO managers and senior stakeholders to ensure delivery against expectations</li> <li>• Liaise with strategy group to ensure initiatives are well aligned with strategic intent</li> </ul> <p>Work collaboratively and effectively beyond the boundaries of SDO branch to achieve specified outcomes</p>	<ul style="list-style-type: none"> <li>• Well-developed relationships across SDO and other agencies enable initiatives to deliver against expectations</li> <li>• Stakeholder expectations are well understood and delivered to</li> <li>• Change initiatives are aligned to SDO strategy</li> <li>• Ability to work outside of immediate unit to achieve required results</li> </ul>
<p><b>Team Contribution</b></p> <ul style="list-style-type: none"> <li>• Maintain personal awareness of developments affecting SDO and its broader environment, and share relevant information with the Customer Design and Uptake teams.</li> <li>• Support a team culture that is customer focused,</li> <li>• proactive and consistent with the values of the</li> <li>• Department</li> <li>• Take responsibility for own professional development including maintaining currency with best practice methodology relevant to business development</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrated awareness of broader strategic environment, including sharing of information and environmental scanning with team</li> <li>• Examples of using own initiative to support and build a positive team culture consistent with DIA values</li> <li>• A clearly articulated strengths-based development plan for the year ahead</li> <li>• Identification and completion of stretch work assignments for professional growth</li> </ul>

**Health and safety (for self)**

- Work safely and take responsibility for keeping self and colleagues free from harm
- Report all incidents and hazards promptly
- Know what to do in the event of an emergency
- Cooperate in implementing return to work plans

- A safe and healthy workplace for all people using our sites as a place of work.
- Health and safety guidelines are followed

Who you will work with to get the job done		Advise	Collaborate with	Influence	Inform	Manage/lead	Deliver to
Internal	Services and Access managers and people	✓	✓	✓	✓		✓
	Operations managers and people	✓	✓	✓	✓		✓
	Analytics and Reporting, Operations		✓	✓	✓		✓
	Service Delivery and Operations Business Owners	✓	✓	✓	✓		✓
External	External vendors/suppliers	✓	✓	✓	✓		
	Other government agencies	✓	✓	✓	✓		

Your delegations	
Human Resources and financial delegations	Z
Direct reports	Nil

Your success profile for this role	What you will bring specifically
<p>At DIA, we have a Capability Framework to help guide our people towards the behaviours and skills needed to be successful. The core success profile for this role is <a href="#">Specialist</a>.</p> <p><b>Keys to Success:</b></p> <ul style="list-style-type: none"> <li>• Problem solving</li> <li>• Critical thinking</li> <li>• Interpersonal savvy</li> <li>• Navigating complexity</li> <li>• Communicating with influence</li> <li>• Technical and specialist learning</li> </ul>	<p><b>Experience:</b></p> <ul style="list-style-type: none"> <li>• Proven experience in the design and implementation of customer data capture for use in service design and improvements.</li> <li>• Proven experience in the identification and management of large data sets across multiple systems</li> <li>• Proven experience analysing complex data and providing high quality advice to key members of the business</li> </ul> <p><b>Knowledge:</b></p> <ul style="list-style-type: none"> <li>• Relevant tertiary qualification or equivalent experience</li> </ul> <p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>• Strategic capability: the ability and desire to think beyond immediate issues, to consider the long-term and broader implications, and clearly identify what needs to be done</li> <li>• System and information management skills: able to manage information and systems needed to achieve business objectives</li> <li>• Systems thinking skills: able to predict and influence the behaviour of any system through understanding the underlying structure</li> <li>• Strong self-management skills: able to take the initiative on business analysis activities without assistance, to apply a range of appropriate analytical techniques and solve problems with minimal supervision</li> </ul> <p><b>Other requirements:</b></p> <ul style="list-style-type: none"> <li>• New Zealand Citizenship</li> <li>• Able to obtain and maintain an appropriate security clearance</li> </ul>