

Position description



Title Data Insights Lead	Reports to Head of Data & Analytics
Division Innovation & Product	Department Data & Analytics
Location Auckland	Last updated September 2024

Our commitment as a Crown Entity

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āianei, ā, hei ngā rā ki tua hoki. He kawenga tino whitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

Role purpose

The Data Insights Lead is a key member of the team transforming Lotto NZ's data into actionable insights for decision-making and operational planning. You will provide data analysis and insight to the business. You will also lead the data science and insights team to identify and perform data analysis, addressing business challenges using statistical and algorithmic techniques. You will be equally adept at providing adhoc reporting, analytics and metrics, building dashboards (PowerBI), and building data models.

You will also be adept at presenting data and providing insights to the business, including CEO, CFO and Senior Leadership teams. The role will require effective collaboration and partnership with key stakeholders across the business to ensure Lotto NZ maximizes its data's value.

Reporting to the Head of Data & Analytics, the Data Insights Lead will balance technical data analytics capabilities with strong interpersonal skills. This role will work closely with the wider Data & Analytics team to ensure timely delivery of insights and analytics to various business units.

What you will focus on

Data modelling, Business Intelligence, and Dashboarding

- Design and build ad-hoc data models where required, integrating any new data sources that support strategic initiatives.
- Provide adhoc analysis, metrics and reporting to the business as required.
- Be proficient at writing SQL scripts that are optimised to extract and query data that supports reporting and analytics.
- Maintain a thorough understanding of Lotto NZ's data ecosystem, including a high-level understanding of source data flows and architecture within the Azure platform.
- Be familiar with predictive modelling techniques and be able to derive and communicate the insights from these models.
- Building dashboards in Power BI and support and drive our self-service ambitions.

Analytics and Insights Focus

- Provide accurate and timely reporting to the business as required, where possible with increased automation.
- Drive the uptake of self-service analytics by developing and driving the development, knowledge, and uptake of the use of dashboards and data by the business.
- Have a thorough understanding of Lotto NZ's strategy and how data could be leveraged to support this strategy.
- Develop a clear understanding of Lotto NZ's data in order to provide relevant and actionable insights to the wider business.

Stakeholder Engagement

- Present findings/recommendations to a broad range of audiences at all levels and lead discussions with senior management.
- Develop and maintain close working relationships with the Head of Data & Analytics, the Data Engineering Lead, the Digital Analytics Lead, and other key stakeholders across the business including the Exec and senior leadership teams.

Be a Lotto NZ information expert

- Demonstrate and communicate an intimate understanding of Lotto NZ customers, products and the market.
- Disseminate accurate, current, and relevant information throughout the organisation where and when required.
- Proactively come up with ways of sharing key customer information across the business at all levels to improve self-service.
- Be committed to learning and developing in the role by working closely with the wider Data & Analytics team members.

Leadership & People Management

- Provide thought leadership around data analytics and insights, managing a small team of highly capable data specialists.
- Develop individuals, set SMART goals, and manage performance against key objectives.
- Through proactive leadership, lead an engaged and high performing team including ensuring they have the understanding, skill, capability, and commitment necessary to achieve excellence.
- Be an effective leader and coach.

Other

- Have a thorough understanding of Lotto NZ's responsible gaming strategy and spend controls.
-

-
- Lead the way Lotto NZ uses internal and external data to support its responsible gaming strategy.
 - Manage transactional analysis that supports responsible gaming initiatives.
 - Any other duties as reasonably required by your manager or other key stakeholders.
 - Ensure all company policies, procedures and guidelines are followed and adhered to.
 - Take an active role in promoting and ensuring a safe and healthy workplace at Lotto NZ for yourself and others.
 - Lotto NZ's purpose is to provide safe gaming that allows New Zealanders to play and win while contributing money back to New Zealand communities: Ensure that minimising the potential for harm from our games is a key consideration in all day-to-day activities and decision making, through adhering to all Lotto NZ responsible gaming processes and policies.
 - Ensure the Lotto NZ Health and Safety policy is adhered to (including procedures in the Health and Safety Manual) and hazards, incidents and near misses are reported in the Health and Safety system in a timely manner.
 - Comply with all Lotto NZ security policies and instructions, complete all required security awareness training and report any security incidents or concerns in a timely manner.
-

Your skills and experience

Technical skills

- Advanced database querying skills on SQL + Databricks skills preferred.
- Advanced data visualisation skills using PowerBI.
- Understanding of predictive models and experience using R or Python.
- Ability to build data models incorporating multiple sources of data.
- Communicate complex information in an easy-to-understand format, tailoring style to the audience.
- Interpret numerical and technical information.
- Solve problems using systematic methods.
- Seek out relevant data and analyse complex information to determine the important elements of a problem or situation.
- Obtain information from multiple sources (research, data etc), interpret, and add value.
- Effective presentation skills.

Experience

- Preferred 5+ years' experience in a similar role.
- Team leadership.
- People/stakeholder management.
- Comfortable dealing with senior managers and sharing ideas at this level.

Qualifications

- Tertiary qualification in a numeric discipline.
 - A major in Statistics preferred.
-

Authorities

People responsibilities:

- 2 – 4 people

Signature authority of:

- \$0
-