Job Description

Title:	Senior Data Analyst	Location:	Auckland, NZ
Business Unit:	Research & Insights	Term:	Fixed Term
Reports to:	Senior Analytics Lead		

Context

Our vision is to be the number one streamer for trusted news, sport and entertainment and we have three strategic pillars to support the business to achieve this:

- Audiences
  Deliver exceptional, digital-led content and experiences for viewers.
- Revenue
  Be the preferred digital platform for NZ advertisers.
- Future Business
  Realign our operating and cost models with a digital-first focus.

Purpose of this Role

Senior Data Analyst will play a critical role in shaping a data-first culture across the organization. The role will lead analytics initiatives that inform strategic decisions, drive customers and audience insight, and enable operational efficiency to accelerate TVNZ's transformation journey across digital and broadcast platforms.

Senior Data Analyst will work from requirements right through to visualization, including designing the analytics layer and working with the data engineering team to deliver productionised solutions. They will collaborate across teams, and champion best-in-class practices for analytics and data visualization.

This role is central to the modernization of TVNZ's analytics function, advancing self-service capabilities, AI/ML initiatives, and trusted, real-time insight delivery.

Core Responsibilities

- Develop and implement scalable, analytical methodologies to support strategic objectives like digital growth, content engagement, and audience retention.
- Champion automation, data quality, and self-serve analytics across the business through embedded Power BI and SQL-based solutions.
- Collaborate closely with product managers, engineers, and data scientists to translate business needs into robust, scalable data products.
- Lead data storytelling initiatives, translating complex analytics into actionable insights for non-technical stakeholders.

- Mentor and coach junior analysts, enabling team uplift in tools like SQL, Python, Power BI, and Databricks.
- Drive analytics enablement—including knowledge-sharing, team ceremonies, best practices, and standard operating procedures (SOPs).
- Ensuring analytics solutions meet principles of data privacy, governance, and ethical AI use, working with data governance leads to ensure compliance.

Note: These duties may change from time to time to meet operational or other requirements.



Leadership Expectations

- Experienced in mentoring junior analysts and transferring technical knowledge to build team capability.
- Take responsibility for end to end solutions including accuracy, life cycle, end user adoption and value delivery
- Build strong, collaborative relationships with internal and external stakeholders.
- Demonstrates integrity, empathy, and cultural awareness to gain trust and support across the organization.
- Effective time and workflow management, balancing multiple priorities with a focus on business impact.
- Champion Te Tiriti o Waitangi and actively embed TVNZ's Rautaki Māori principles into analytics practices, ensuring inclusive, culturally responsive insights and respectful use of data.
- Foster a culture of care, safety, and responsibility, taking proactive ownership of wellbeing—both in physical environments and in the ethical use of data.



Technical Skills

- Tertiary qualification in Data Science, Statistics, Mathematics, Computer Science, or related field—or equivalent industry experience in media, streaming, or digital analytics.
- 5+ years' experience in analytical roles, leading high-impact insight initiatives in fast-paced, data-rich environments, with proven expertise in working with large, complex datasets and applying advanced analytical techniques to develop methodologies that uncover and explain consumer behavior.
- Advanced hands-on proficiency with:
    - SQL (across complex schemas and large datasets)
    - Python for data manipulation, automation, and advanced analytics
    - Power BI including DAX, data modeling, and report optimization
    - Databricks, Azure Data Platform, and cloud-based data tools
- Experience interpreting and communicating real-time and audience data, preferably in media, entertainment, or digital platforms.

- Strong stakeholder management, with proven ability to influence business decisions through storytelling, visual insights, and actionable recommendations.
- Skilled in translating business problems into data problems and delivering high-impact solutions aligned to strategic goals.

Additional Requirements

- Advanced technical proficiency in SQL, Python, Power BI, with working knowledge of Databricks and Azure Data Platform.
- Skilled in data modeling, extraction, and transformation, with a focus on data quality, governance, and privacy compliance.
- Proven ability to synthesize insights and communicate them clearly to both technical and non-technical audiences, including senior stakeholders.
- Highly effective at prioritizing and managing workloads, maintaining attention to detail while meeting deadlines.
- Confident presenter, able to sell compelling recommendations with evidence-based insights, and influence decision-making.
- Strong collaborator and relationship-builder, with a track record of working across business units to deliver impact.

Good to have

- Experience in media/streaming analytics (e.g., digital user journeys, content performance, churn analysis).
- Familiarity with Agile ways of working and tools like JIRA or Confluence.
- Knowledge of privacy frameworks (e.g., NZ Privacy Act) and ethical considerations in analytics.