



Business Data Analyst

Salary: £28,000 - £30,000 p.a. depending on skills and experience

Base – Cambridge/Peterborough

YTKO provides innovative, award-winning, business and finance support for startups, scaleups and other Small and Medium-Sized Enterprises (SMEs) with ambitious growth plans. We have a long and distinguished track record of delivering tangible bottom line results for our clients and are proud of our heritage of equality and diversity in our business base.

YTKO delivers the Coaching, Grants & Equity Service Lines for the Growth Works programme, a Business Growth Service to SMEs in the Cambridgeshire & Peterborough Combined Authority (CPCA) region. Business and finance support is delivered through a blend of workshops, peer-to-peer learning cohorts, high growth business coaching, mentoring, e-learning, consultancy, and advisory services.

We're looking for a Data Analyst to join the team and support all the data analysis and reporting aspects of the Coaching, Grants & Equity Service Lines.

The role is hybrid, blending home-based and office-based activities in Cambridge and Peterborough. YTKO has long been an advocate of flexible working practices.

Main Responsibilities:

Our Data Analyst will have a range of responsibilities within our Business Support team, supporting the entire project team in understanding our business through its data; including, but not limited to:

- Producing data inputs and reports to the PMO each month in order that they may fully report to the client (the CPCA) on our activities and outputs. This will include subsequent analysis to support enquiries from the PMO. This data is held in a HubSpot database and in Excel.
- Producing reports and extracts from HubSpot to support regular activities with customers during the month and quarter. Also producing similar reports and extracts to support ad-hoc activities in our Marketing, Business Development, Grants and Growth Hub teams.
- Produce analysis of HubSpot, Excel and other available data (e.g. from Beauhurst) not only to enhance our databases but to provide input to Business Planning, Marketing Plans and other Business Decision making activities.
- Design, build and maintain dashboards based upon data from HubSpot and Excel.
- Design, build and maintain regular processes to ensure data quality and integrity in the HubSpot and Excel data sets.
- The client (the CPCA) utilises Site Lantern to provide a comprehensive presentation layer to its users. The data source is our HubSpot CRM, so the Data Analyst will work collaboratively with the client and the PMO to identify and remove any inconsistencies.
- While the role is primarily data related, the data and our processes are tightly linked. So, the Data Analyst will work closely with all team members to ensure they understand how their work impacts the data. The Data Analyst will also recommend process changes, as appropriate.
- The Data Analyst is the HubSpot and Excel expert on the team as their work relates to data, information, and processes. They will work with PMO and others when changes are made to HubSpot, and new features become available.

In summary, the Data Analyst is the guardian of our data and responsible for revealing business information in that data. This means to protect the data and influence those who input data to do so in a quality manner. Understanding the connection between data and processes, inside and outside the



team, is crucial. Providing insights, making recommendations, creating efficiencies, and adopting a continuous improvement approach will make them stand out as a key professional on the team.

The Data Analyst will report to the Business Support Manager, who also has responsibility for documenting and improving our business processes.

What sort of person are we looking for?

The successful candidate will not only be naturally inquisitive about data and how to extract actionable information from it, but they will already know that an organisation that doesn't understand its data, doesn't understand its business. Quality data is a formidable tool for a business if maintained and used effectively.

The Data Analyst will have significant HubSpot and Excel experience, especially the building and maintenance of HubSpot and Excel dashboards. Much of our data is in HubSpot, but we hold some very important data in Excel. Therefore, the successful candidate will be able to demonstrate an ability to protect that data during entry and to be able to produce tabular and graphical reports, and to provide management dashboards.

This role would suit an early in career Data Analyst, keen to hone their HubSpot skills and experience. However, they also recognise that Excel is often the first choice for storing data and that further developing skills in Excel is crucial to being a professional Data Analyst.

You will be dedicated to excellent service delivery, whether that be maintaining normal business processes or finding ways to improve how we service our customers; as well as being steady and reliable under pressure, with a great eye for detail and accuracy.

Key to our success is the experience and expertise in our teams. Our analyst must be able to establish respect and trust with a wide range of stakeholders at all levels, with the ability to deal with a range of personalities, so strong interpersonal skills are important. We are looking for someone who is not afraid to speak their mind and make suggestions and contributions, always in a respectful manner.

This role is for someone who is a real hands-on self-starter, prepared to do whatever it takes to deliver a reliable, high-quality service. Providing a great impact for customers and working at pace, you'll have excellent presentation and communication skills. You'll be an enthusiastic, highly motivated, entrepreneurial team player, confident and articulate.

Personality, cultural fit, and future potential are every bit as important as your track record.

Excellent in written and oral English. Proficiency with CRM, Workgroup Productivity software and general IT skills are a must.

Interested? Please complete our Application and Equal Opportunities form using the Apply Online button ASAP, because we will make an offer as soon as we find the right candidate.

YTKO has a strong value set to which all our team have contributed to and demonstrate daily. We welcome applications from all candidates fulfilling the job requirements, regardless of race, age, gender, sexual orientation, religion, or disability. We firmly believe that a diverse and inclusive team, underpinned by a great culture, is fundamental to our success.