

WILTON BRADLEY

JOB DESCRIPTION

HEAD OF DATA ANALYSIS AND INSIGHTS

About Us

At Wilton Bradley, we're not just a company; we're a customer focussed team passionate about bringing joy to people's lives through our range of leisure goods. With years of experience in importing and distributing products from all corners of the globe, particularly the vibrant markets of the Far East and China, we've honed our expertise. Our brands cover everything from surf and skate to water sports, outdoor play, and toys, catering to diverse interests. While we specialize in providing affordable options, our commitment to cutting-edge design, quality, and value for money sets us apart. Behind every product is our dedicated in-house design and development team, constantly dreaming up fresh and innovative ideas. We believe that evolving our brands and products is key to our ongoing success. Our clientele includes independent retailers, wholesalers, buying groups, major chain stores, and an ever-expanding network of international distributors. Join us as we continue to spread the joy of leisure across the globe.

Job Role

This is an exciting opportunity to join Wilton Bradley as the Head of Data Analysis and Insights. You will play a pivotal role in shaping the data strategy and infrastructure of our company. The role will drive strategic decision-making, uncover insights, and optimise business processes. This role requires a blend of technical expertise, analytical acumen, and business acumen to translate complex data into actionable insights that support organisational objectives.

This is a Hybrid role 3 days in the office and 2 working from Home.

Key Responsibilities

- **Data Strategy:** Develop and execute a comprehensive data strategy aligned with business objectives, ensuring that data initiatives drive value creation and support organisational growth.
- **Data Analysis and Interpretation:** Utilise advanced analytics techniques to analyse large datasets, identify trends, patterns, and correlations, and extract actionable insights.
- **Business Intelligence:** Develop and maintain dashboards, reports, and visualizations to communicate key metrics and performance indicators to stakeholders across the organization.
- **Strategic Decision Support:** Collaborate with cross-functional teams to provide data-driven recommendations and insights that support strategic decision-making and drive business growth.
- **Predictive Modelling:** Build predictive models and algorithms to forecast trends, anticipate customer behaviour, and identify opportunities for optimization.
- **Data Infrastructure:** Oversee the design, implementation, and maintenance of scalable data infrastructure, including data warehouses, data lakes, and ETL pipelines, to support data analytics and reporting needs.
- **Continuous Improvement:** Champion a culture of continuous improvement and innovation within the BI team, staying abreast of industry trends and emerging technologies to identify opportunities for optimization and enhancement.
- **Stakeholder Engagement:** Effectively communicate complex technical concepts and insights to non-technical stakeholders and collaborate with business leaders to align data analysis efforts with organizational goals.



- **Mentorship and Leadership:** Provide guidance and mentorship to other team members, and actively contribute to the professional development of the team.
- Adhere to stated policies and procedures relating to Health & Safety and Quality Management.
- Any other tasks deemed by the Company to be necessary for the successful completion of the role.

Personal Specification

Qualifications & Knowledge:

- Bachelor's degree in Computer Science, Statistics, Mathematics, Economics, or a related field.
- Minimum of 5 years of involvement in data analysis, business intelligence, or a related field, with a proven track record of delivering actionable insights and driving business impact.
- Strong technical expertise in data warehousing, data modelling, SQL, and BI tools (e.g., Tableau, Power BI).
- Familiarity with data visualisation tools such as Power BI, Tableau, or similar tools.
- Excellent leadership and communication skills, with the ability to inspire and motivate a team to achieve ambitious goals.
- Proven track record of driving data-driven decision-making and delivering measurable business outcomes.
- Excellent communication and presentation skills, with the ability to convey technical concepts to non-technical audiences effectively.
- Strong problem-solving skills and attention to detail, with a passion for continuous learning and professional development.
- Knowledge of ERP, WMS, PLM systems would be an advantage.
- Previous knowledge working in a B2B and/or B2C industry is desired.

Benefits

At the Wilton Bradley Group we are committed to supporting our employees in both their professional and personal lives. We offer a range of benefits designed to enhance their well-being and work experience. Employees enjoy exclusive discounts, including 50% off Wilton Bradley products online and 25% off all Tii Brands online products.

We also provide a competitive company pension with an annual salary exchange opportunity, sick pay, and enhanced maternity and paternity pay. With 33 days of annual holiday, our employees have ample time to recharge and spend with their loved ones. Additionally, we foster a vibrant workplace culture through annual company events and recognition such as long service awards. To promote health and sustainability, we offer a membership of the Healthshield cash back scheme, a Cycle-To-Work scheme after six months of service and provide free on-site parking. Our casual dress code encourages comfort and expression, while our comprehensive induction and training program ensures professional and personal development opportunities for all. Plus, employees can enjoy complimentary tea and coffee to fuel their day.

Join us and experience the many benefits of being part of our team!

For more information, please contact Marianne Clark, Human Resource Assistant:
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