

Job Title: Strategy Analyst – Product Strategy

Corporate Grade: AVP

Reports to (Line Manager's Job Title): Product Strategy Manager

Direct Reports (if applicable): 0

Business Area: Strategic Analytics

Department/Function Level 1: NCA

Primary Location: London 1CP

We're looking for an AVP to help us run the UK's largest and most successful consumer card and payments business. Fifty years ago, Barclaycard was the first to introduce credit cards to the UK, and we've been innovating ever since. Today we are a full-spectrum lender, with a diverse range of products from great rewards cards and flexible borrowing solutions to simple credit builder products, and everything in between.

This role is part of the Strategic Analytics team that shapes UK Credit Cards strategy using data analytics as the key competitive tool. With a portfolio in excess of £16bn and well over a million new applicants each year, information and analytics is critical to our decision making, and this role will require strong conceptual thinking and analytical ability. We investigate, model and optimise across the customer lifecycle, from new customer acquisition to existing account management, dealing with key levers of value such as pricing, promotional offers, channel optimization and interfacing with credit strategy. Underlying all of this is our ability to understand and engage with our customers.

You will be working with Strategic Analytics for New Customer Acquisition for the UK Cards business, and the design, analysis and specification of projects/initiatives to improve our new customer flow, as well as product profitability. We do believe in team working as way to deliver optimal solutions. As a result, you'll work with colleagues from different teams, from Commercial to Finance and Risk to Marketing to make decisions that are best for both our Customers and our Company.

Our unparalleled experience and data mean that you'll have great scope to drive major improvements in the business through careful analysis and strategy optimisation. You'll keep business leaders in the know as you monitor and react to the market, and present your strategies simply and effectively to senior stakeholders and other members of your business team, and see them all the way through to implementation and beyond!

Key Accountabilities & approximate time split (%)

- Analyses customer behaviour across products/channels and applies test and learn principles to drive continuous improvement.
- Finds innovative techniques to measure performance and optimise strategy across channels
- Addresses trends observed in performance monitoring and ensures consistency and in line with expectations to ensure no adverse impact on products' profitability.
- Drives for control and robust documentation of all activity to ensure repeatability of successes and learning from failures
- Understands performance and cost differentials across products and applies insight to optimise marketing strategy
- Produce high quality ad-hoc analysis at short notice and to tight timelines for senior stakeholders in the group
- Able to present data visually.
- Challenges key partners to drive ever better decisions

Person Specification

- Analytical and Strategy experience in any field, Financial services / Retail Credit Cards experience preferred
- Excellent mathematical skills, particularly in your ability to break complex problems into simple steps and solve them
- Strong Excel skills, familiarity with PowerPoint, and a solid working knowledge of data manipulation (eg. via SQL) and preferably SAS platforms, Hadoop / Machine Learning experience would be a big plus
- Experience using statistical techniques – regression, hypothesis testing, data mining, reject inference, experimental design, etc
- Strong communication skills: articulate with the ability to operate and present to Senior Management and key stakeholders, as well as colleagues and support functions
- Ability to consolidate and analyse complex information in order to identify creative new ways of working and innovative solutions to problems
- Risk and Control - Ensure that all activities and duties are carried out in full compliance with regulatory requirements, Enterprise Wide Risk Management Framework and internal Barclays Policies and Policy Standards#

Dynamic working gives everyone at Barclays the opportunity to integrate professional and personal lives. If you have a need for flexibility, then please discuss this with the Hiring Manager.

Diversity & Inclusion

We are an equal opportunity employer and we are opposed to discrimination on any grounds.

Purpose and Values

Barclays has a single cross-business Purpose for Barclays and five core Values which underpin it.

Our Purpose is helping people achieve their ambitions in the right way. Put simply this is the answer to the question 'What is Barclays for?' and it should guide our every action as employees.

Respect

We respect and value those we work with, and the contribution that they make.

Integrity

We act fairly, ethically and openly in all we do.

Service

We put our clients and customers at the centre of what we do.

Excellence

We use our energy, skills and resources to deliver the best, sustainable results.

Stewardship

We are passionate about leaving things better than we found them.