



Data Analyst

Welsh language skills are essential for this role

Why join S4C?

At S4C, we are passionate about creating a positive, energetic and inclusive work environment that reflects our core values:

At Your Best, Proud of S4C, Celebrate Everyone, Go For It.

This is an exciting time to join S4C contributing to a future that inspires, entertains and reflects Wales as a whole as we implement our new strategy - **S4C - More than a TV Channel** - as we expand our viewing with our content and developing our Digital First service.

Job Overview

This is an exciting time to join S4C and the Audience Research team at a pivotal time in the service's history as we implement our new strategy, **S4C - More than a TV Channel**.

S4C publishes content daily across broadcast, digital and social media platforms, reaching hundreds of thousands of people in Wales and beyond. It is vital for S4C that we understand the engagement and behaviour of our audience across all these platforms.

Our focus is increasingly on using data science and analysis methods to examine and summarize all our data, which is of considerable size, in order to measure and understand all usage per platform.

As a Data Analyst you will develop and conduct bespoke analyses that will make the best use of all our detailed data, using your database and coding skills. Your analysis and interpretation will greatly influence our digital strategy, ensuring content and publishing development is aligned with the trends and needs of audiences today and into the future.

You will use expert data and insight to predict changes in how viewers choose to engage with S4C content across all platforms. You will work with a number of teams across S4C who rely on relevant data on how audiences respond to our content across all digital content of S4C series and sub-brands.

You will report to the Head of Research within S4C's Communications and Marketing Department.

What will you do?

As a Data Analyst you will:

- Analyse and summarize audience data for all S4C activities across broadcast, digital and social media platforms.
- Assist in the design and maintenance of suitable data storage for all S4C audience data, collaborating with S4C's content and technical departments to identify their needs.

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- Create and maintain computer programs that download bespoke and relevant data from databases, ensuring that the data is complete and clean.
- Delve deep into the data - and then tell the story behind the data and information, and make clear recommendations based on this.
- Use your data expertise to explain and advise different S4C content departments on their cross-platform performance.
- Look specifically at Clic, iPlayer and social media data and create reports that can feed into commissioning, marketing, promotional and commercial decisions across S4C.
- Use recognized computer languages such as SQL, R or Python, as well as packages such as Google Analytics, to analyse the online behaviour of users in detail.
- Deal with various general enquiries - for example, figures about the behaviour of our different audiences on television and online, changes over time, and being aware of developments in the field.

You will succeed in this role if you have:

- The ability and skills to understand digital and social media in depth.
- Practical experience of using a data language (e.g. SQL, R, Python or similar).
- The desire to look for innovative ways to act and enjoy transformative change.
- Experience of analysing quantitative data from a large database.
- Ability to work independently with freedom to make decisions but also enjoy collaborating with a wider team to share ideas.
- The curiosity to measure and report on audience performance and behaviours.
- Interest and awareness of contemporary developments in the field of social media and content viewing platforms, and the wider broadcasting world.
- Ability to communicate effectively in Welsh and English (language refresher support available).

During the first three months you will be expected to...

- Understand the wide range of audience data available at S4C on the digital and social media side.
- Use data language (e.g. SQL, R, Python or similar) with confidence in your job.
- Be able to analyse and report on the performance of digital content and social media accurately and understandably.

You'll also:

- Be aware of S4C's new strategy - More than a TV Channel, and ensure that you take personal responsibility to follow all our policies and procedures as required which include working within guidance on Health and safety, diversity and inclusion, data protection, financial guidance and so on.
- Contribute in a positive way towards culture and delivering on S4C's strategy.
- Contribute to and support the use of the Welsh language in the workplace.

- Collaborate with your line manager and be proactive in managing and developing your own performance.
- Ensure that you work in a positive, collaborative, cross-organisational way, which develops great services for our viewers on all platforms and ensures a positive, energetic and inclusive working environment that treats everyone with respect.

What will you get?

- The opportunity to make a real difference in an organisation that values people.
- S4C is committed to the personal growth of its employees, offering comprehensive training and development opportunities to improve skills and promote careers. This includes in-house training, and continuing professional development programmes where appropriate.
- Access to unique opportunities in the creative and media sector including attendance at events and programme previews, panel discussions and internal updates.
- Employees have the unique opportunity to contribute to the promotion and preservation of the Welsh language and culture through their work.
- Group Personal Pension Scheme with 10% contributed by S4C.
- 26 days of leave gradually increasing to 32 days in 9 years.

Person Specification

Characteristics	Essential	Desirable
Welsh	Communication skills in Welsh	
Qualifications	Degree or equivalent experience in a mathematical, statistical, computer or scientific subject.	
Experience	<p>Worked on the analysis and interpretation of quantitative data from a large database.</p> <p>Practical knowledge of using at least one data language, for example Python, R or SQL or similar.</p> <p>Interpret and report data in meaningful ways that are understandable and useful to others.</p> <p>Work on data clarification and demonstration projects.</p>	<p>Widely and confidently use R, Python or SQL for detailed analysis work.</p> <p>Create data display systems using Data Studio, Tableau or a similar package.</p> <p>Work on the planning and creation of a large database.</p> <p>Working with data from social media platforms</p>
Skills and Information	<p>Effective digital/computer skills.</p> <p>Skills in at least one data language- e.g. Python, R or SQL or similar.</p>	Broad and confident skills in the data languages Python, R and SQL.

	<p>Understanding of social media platforms.</p> <p>Strong analytical skills.</p> <p>Written and oral communication skills to explain technical issues to different levels of understanding.</p> <p>Ability to make an effective decision when acting promptly under pressure.</p>	<p>Audience insight analysis skills and engagement data, e.g. social media platform data.</p> <p>Able to create digital data display systems.</p> <p>In-depth understanding of Data Science requirements in an organisation that relies on big data.</p>
Personal Characteristics	<p>Able to motivate yourself, with the ability to work unsupervised.</p> <p>A high level of personal integrity, expressed through behaviour.</p> <p>Demonstrate values and behaviours that align with S4C values.</p> <p>Willingness to work flexibly.</p> <p>The ability to work in a flexible and positive manner.</p>	

Further details

Location: Carmarthen / Cardiff / Caernarfon (minimum 2 days in office).

Salary: £40,000.00 per annum

Contract: 12 months

Working hours: 35¾ hours per week.

Probationary Period: All S4C appointees must complete a 3-month probationary period to review performance, behaviour and attendance. S4C reserves the right to terminate a contract during the probationary period, with one week's notice.

Holidays: In addition to the statutory bank holidays, you will be entitled to 26 days of annual leave and pay.

Pension: Employed staff members have the right to join a Group Personal Pension Scheme, in the context of the terms of any existing scheme which has been modified from time to time. If you become a member of the Group Personal Pension Scheme, S4C will contribute 10% of your basic salary to the scheme. You are expected to contribute 5%.

Travel: Occasional travel will be part of the role, usually in the UK.



Applications

Applications should be sent by **9.00 on Tuesday 14 July 2026** to Pobl@s4c.cymru or to the People and Culture Department, S4C, Canolfan S4C Yr Egin, Carmarthen, SA31 3EQ.

CVs will not be accepted.

Interview date: 23 July 2026, Location TBC

Using AI

If you choose to use AI or similar tools, make sure your responses are accurate, honest and reflect your own experience and words. Applications that are not original or generated by AI may be rejected.

During the interview, the use of AI or recording tools is not allowed, unless agreed in advance on the basis of accessibility. Any evidence of unauthorised use may result in your application being withdrawn.

Equal Opportunities and Diversity

S4C does not allow discrimination based on sex, race, colour, disability, ethnic or social economic background, age, family status, marital status or civil partnership, part-time or full-time employers, religion, politics, sexual orientation, gender reassignment, pregnancy and maternity, use of language (except where the ability to communicate in Welsh is necessary for the job) or any other inappropriate difference, and is committed to considering diversity in a positive way.

S4C welcomes and encourages job applications from groups that may be underrepresented, including women, black and rare ethnic people and people with disabilities. The principles of open and fair competition are implemented and appointments are determined on the basis of merit.

Welsh Skills

Welsh language skills are essential for this role. We are proud to be a Welsh language broadcaster and we expect all team members to appreciate and respect the language and culture. We support and encourage learning Welsh in the workplace, and we are looking for someone who is open to developing their understanding and appreciation of the language as part of their journey with us. An application submitted in Welsh will not be treated less favourably than an application submitted in English.