

# It starts with community

The National Lottery Fund  
Role Profile



## Lead Performance Analyst

**Directorate:** Finance & Resources

**Department:** Service Design team

**Role/Competency level:** Level 4

**Reports to:** Head of Product



# Role Profile: Lead Performance Analyst

## Role purpose

As a Lead Performance Analyst at the National Lottery Community Fund, you will be the strategic lead for data and insight within a multidisciplinary, agile digital team. Your purpose is to embed evidence-based decision-making at the heart of the Fund's digital service offer, shaping how data informs priorities, influences senior leadership, and drives the continuous improvement of the digital services in line with the Fund's mission and objectives. You will set the strategic direction for performance analysis, ensuring robust data collection and instrumentation, while cultivating a strong community of practice that builds analytical capability across the Fund.

You will provide thought leadership across digital and business teams, enabling colleagues to define meaningful measures of success, develop hypotheses, and test outcomes that shape the future of our digital services. Central to this will be your ownership of a service-level performance framework, which you will use to guide senior stakeholders toward evidence-based prioritisation and investment decisions that strengthen the Fund's digital offer.

Your remit will extend beyond analysis of performance and user behaviours across the Fund's digital services and products. You will lead the design and stewardship of a comprehensive performance framework, developing tools and techniques that empower others to generate actionable insights. You will be accountable for the accuracy, integrity, and strategic application of data, ensuring analysis is not only technically sound but also aligned with organisational goals.

Operating across the Fund, you will provide authoritative advice, guidance, and recommendations, focusing your expertise where it adds the greatest value. This will require setting a clear strategic direction, navigating complexity, and engaging confidently with senior audiences to influence decisions at pace.

You will demonstrate strong strategic awareness, aligning digital service performance with wider organisational objectives. By collaborating across the Fund, you will actively contribute to the performance analysis community, forging connections with other analytical disciplines to build collective capability and strengthen the Fund's analytical maturity.

As the go-to person in the performance analyst field you will provide subject matter leadership to colleagues (including peers) by actively sharing advice, guidance and recommendations based on your specialist knowledge and experience.



# Role Profile: Lead Performance Analyst

## Key responsibilities

### Key Responsibilities

- Set the vision and direction for performance analysis across the Fund's digital services. Ensuring alignment of performance measurement with organisational objectives and the Fund's digital strategy.
- Lead the creation and stewardship of a comprehensive digital service performance framework including quality assurance standards to support this. Define service-level measures, KPIs, and success criteria to guide prioritisation and investment decisions.
- Own the performance improvement methodology, from the design and implementation of robust data collection, instrumentation, and reporting processes. Safeguard the accuracy, integrity, and quality of data used across digital service teams.
- Identify opportunities to optimise digital services through data-driven insights. Develop tools, techniques, and methodologies that enhance analytical practice across the organisation.
- Enable the digital leadership team to execute strategic plans and initiatives that drive the Fund's digital ambitions by analysing digital service performance, including user behaviours, to generate actionable insights.
- Act as the lead voice for data and analysis within the digital team by providing authoritative advice and recommendations to senior leadership and business areas. In doing so, influence senior stakeholders to make evidence-based decisions that improve digital services.
- Serve as a visible advocate for digital, embedding a culture of collaboration, creativity, and inclusion. Including mentoring and coaching colleagues, building analytical capability and confidence across teams.



# Role Profile: Lead Performance Analyst

## Knowledge, skills and experience

- Deep understanding of digital service performance including performance measurement frameworks, KPIs, and service-level metrics, user behaviour analytics, and customer experience metrics.
- Experience leading analysis functions within digital teams and ability to embed evidence-based decision-making across an organisation.
- Expertise in designing and implementing data collection methods, instrumentation, and governance.
- Strong analytical and data-driven decision-making skills, using research, insight, and metrics to inform service, product, and process redesign and measure impact.
- High-level communication and stakeholder engagement skills, able to influence senior leaders, translate complex issues for non-specialists, and build consensus across digital, technology, and data domains.
- Resilience and adaptability, comfortable working in conditions of ambiguity, setting direction when inputs are incomplete or conflicting, and driving change in complex organisational environments.
- Advanced capability in statistical methods, hypothesis testing, and experimental design. Familiarity with tools such as Google Analytics, Microsoft BI etc.



# Role Profile: Lead Performance Analyst

## Role competencies: Level 4

- **Strategic direction**  
Leads the implementation of strategy, creating high engagement and performance.
- **Leading our culture**  
Generates a supportive work environment that is actively sensitive to colleague well-being.
- **Working together**  
Enables teams to implement strategy and support a collaborative and inclusive working environment.
- **Delivering quality results**  
Leads teams to achieve Key Performance Indicators (KPI) and ensure delivery of Corporate and Directorate Plans.
- **Diligence and control**  
Performs duties in line with set expectations and policy and/or regulatory considerations.
- **Developing self and other**  
Recognises and harnesses creativity and innovation to improve services and supports development of self and others.

## Our Values



### We are inclusive

We know that communities and organisations are stronger when everyone can participate and work to increase inclusion.



### We are ambitious

We believe in the power of community and connection and are ambitious for its potential. We support people and communities to shape the future and lead change.



### We are impact focused

We are inspired by communities and learn with them. We listen, reflect and use evidence to improve knowledge, inform action and increase impact.



### We are adaptable

We welcome and embrace new ideas and ways of working.



### We are compassionate

We work with care consideration and humility.