

LaingBuisson

2021

Candidate Information Pack
Data Manager



About LaingBuisson

LaingBuisson is the foremost name in health and social care business intelligence and we have established our reputation for insightful, objective and independent advice over 30 years. We are widely viewed as the go-to provider of market intelligence on health and social care not only by providers working in the sector, but also by advisors and suppliers.

We are also the chosen provider of data on the independent healthcare sector to the Office for National Statistics (ONS), which we are rightly proud of, underlining as it does the quality, integrity and importance of what we do. This data is also used by international bodies such as the WHO and the OECD.

Our reports, consultancy work and data are all highly-respected in the sector and play a key role in shaping business decisions and in influencing government policy. Our work is regularly cited in the press and recent appearances include *The Telegraph*, *The Times*, *The Guardian*, *The Financial Times* and Radio 4.

We publish four market-leading journals covering UK and international healthcare, social care, and medical travel and health tourism, drawing upon unique data and high-quality journalism to deliver in-depth analysis of the sector's stories, alongside contributions from key industry associations and sector experts.

We also hold a series of high quality, well-attended conferences and events aimed at senior executives from health and social care providers, advisors, investors and suppliers to the sectors. These are supplemented by a successful series of webinars. In addition, we have two annual awards ceremonies.

Our values

We ask all of our team to adhere to our values of Integrity, Teamwork and Service. Our purpose is to provide high quality, insightful business intelligence to our clients and fulfilling work for our people. We are in business to be profitable, but it is the way we do business that defines us.

We explain our values as follows.

Integrity

- We have a reputation for integrity, impartiality and independence. Our objectivity, transparency and experience are central to our success story.
- We have a thirty-year track record serving the healthcare and social care sectors with the highest quality business intelligence and data.
- We are trusted and respected for the work we do, and this means that providers, advisors, commissioners and investors look to LaingBuisson's work when they need to make key decisions.
- We are the chosen provider of data on the independent healthcare sector to the UK's Office for National Statistics.

Teamwork

- We value and trust our colleagues and believe a strong and motivated team fosters the best service to our customers.
- We promote diversity and respect the views of others and foster an environment where people trust and feel safe putting forward their opinions.
- We seek commitment and good performance, and recognising people spend a great deal of time at work, aim to inject a sense of fun alongside the serious business of getting a good job done well.
- We value collaboration both internally and with our partners and all undertake to facilitate this through good communication.

Service

- We seek first and foremost to please our customers. We keep our promises and act honestly.
- We listen to our customers and, where appropriate, offer appropriate challenge to ensure we provide them with the products and services that they really need.
- We commit to giving our customers superlative service, whether this means the timely delivery of products, returning a call or email promptly, or ensuring they are kept up to date on the progress of projects.
- We have an entrepreneurial spirit - we are proactive in seeking opportunities and creative in providing solutions.

Our work

As Data Manager, you will be working on data that informs our data products, our market reports and our journals. We have recently redeveloped our database as a web-based Oracle MySQL data warehouse and we have plans to develop cutting edge data tools based on this. The Data Manager will work closely with our Executive Chairman, CTO and Digital Strategy Manager on the development of these tools, ensuring they deliver reliable data in a way that can be easily accessed and used by our clients.

The data in our data warehouse also informs our industry standard reports. Our market reports include:

Healthcare

- Cosmetic Surgery
- Dentistry
- Diagnostics
- Health Cover
- In Vitro Fertilisation
- Mental Health Hospitals
- Out of Hospital Healthcare
- Private Acute Healthcare

International

- Medical Travel and Tourism
- International and Expatriate Health Cover

Social Care

- Adult Specialist Care
- Care Homes for Older People
- Homecare and Supported Living
- Retirement Housing

Education

- Children's Services
- Childcare

Our wider portfolio of products includes:

Journals

- Healthcare Markets
- Care Markets
- Healthcare Markets International
- International Medical Travel Journal (IMTJ)

Patient Acquisition Websites

- www.privatehealth.co.uk
- www.treatmentabroad.com
- www.doctorinternet.ae
- www.fertilitytreatmentabroad.com
- www.harleystreet.com

Events

- Social Care Conference
- Private Healthcare Summit
- Private Acute Healthcare Conference
- UK Healthcare Market Review Launch
- Seniors Living Conference
- Investing in Healthcare and Healthcare Real Estate Conference
- Fertility Forum
- IMTJ Medical Travel Summit
- LaingBuisson Awards
- Healthcare and Social Care webinar series

Guides

- The Patients' Guide to Treatment Abroad
- GoPrivate Guide

The benefits of working at LaingBuisson

Informing markets and policy that affect our everyday lives

LaingBuisson is a small company, comprising around 30 members of staff. However, we work with a vast array of partners and independent consultants, all of whom we count as part of the LaingBuisson ‘family’, to achieve our objectives. You will be the go-to person for all data related questions in the company and will work closely not only with the data team but with people across the company to ensure the accuracy and accessibility of our data, not only for our internal purposes but so that it meets the needs of our wider stakeholders and clients.

We are located in offices in London, Berkhamsted and Blackpool. Data is based in Blackpool and the team shares offices with our technology partner, Jaguar Computers. London is home to our Research team, whom you’ll work with regularly. Our Sales and Editorial teams are also based in London. Our Digital Media, Event and International Medical Travel teams are in Berkhamsted. You may be asked to travel between offices occasionally, not only for your work but also so you get to know your colleagues in person.

“The new data manager must have a good understanding of databases and how they work. They must also be able to see the bigger picture – to understand the data and how it would be ‘even better if’ to make sure that the data warehouse efficiently and effectively serves the needs of the business and its clients. This job is not only about maintaining a database but ensuring that LaingBuisson is using its data to improve business outcomes, not only for us but for our clients.”

William Laing, Founder and Executive Chairman

Professional development

We know that one of the things that our employees look for is to develop their own careers. On joining LaingBuisson, you will be given on-the-job training to enable you to do your job. We will also discuss with you any skills gaps you may have and, as appropriate, arrange training.

Your professional development is in your own hands. We are happy to support ongoing training for our people and do so through a combination of training courses which we organise for teams and courses identified for individuals. If you find a course which you consider will help you in your role, please speak to your manager and HR.

Other opportunities lie in the wider business. Learning about ‘a day in the life of...’ another colleague is actively encouraged. As opportunities arise, as appropriate, we like to consider our current team first, whether that is for promotion or a sideways move into a different specialism.

Flexible working

LaingBuisson has a flexible working policy. While our normal office hours are 9am-5:30pm in all of our offices, our employees are welcome to work flexible hours subject to the needs of their team and the agreement of their manager. As Data Manager, we would expect you to align your hours with others in the team so that you can interact with and work alongside your colleagues.

Following the pandemic, we have adopted a blended working policy and colleagues will work some days at home and some days at the office. This role may be based in London or Blackpool. If you are London based, you will need to go to Blackpool at least once per month to work directly with the data team. If in Blackpool, you will need to travel to our other offices from time to time to work with other key members of the team, and particularly William Laing. Reasonable travel expenses to offices other than your usual place of work would be reimbursed in full. We would discuss your preferred working pattern with you when you join.

Salary

We offer a competitive salary which is reviewed annually. The starting salary for this role will be determined by your previous experience.

Bonus

LaingBuisson operates a discretionary bonus scheme for all employees who have been employed for the full calendar year in question. It is based on your performance and the profitability of your department. This means that if the company and department does well and you meet your performance targets you may be eligible for a payment when our Executive Committee considers the bonus pool.

Holidays

Full time staff have 23 days leave per year plus paid holiday on the usual bank and public holidays as recognised in England (i.e. New Year's Day, Good Friday, Easter Monday, May Day, Spring Bank Holiday, Late Summer Bank Holiday, Christmas Day and Boxing Day). Your holiday entitlement will rise to 24 days after two years' continuous service and 25 days after five years' continuous service. Staff who have completed 10 years' continuous service will be entitled to 27 days leave. Part time staff receive a pro rated amount of leave.

Pension

LaingBuisson offer an autoenrollment pension. The current contribution rates are 5% (employee) and 4% (employer).

Other benefits

The other benefits offered by LaingBuisson include:

- Life Insurance (4 x salary)
- Season ticket loan
- Cycle to work loan
- Tech loan scheme
- Employee assistance programme

The job of Data Manager

LaingBuisson has been a respected provider of business and market information in the healthcare and social care sectors for more than 30 years. We have built up extensive databases based on proprietary and publicly available data. These not only inform our 20+ industry standard market reports but are used through bespoke data tools by our clients – providers of healthcare and social care, advisors, investors and suppliers – to inform their business decisions.

The successful candidate for this role will have a good understanding of databases, how they work and what is needed to ensure they are maintained and kept up to date. You will also be able to see the bigger picture and how the database serves the needs of the wider business and its clients. You must have a proven ability to drive business results with data-based insights and be comfortable working with a wide range of stakeholders and teams. You will have a passion for discovering solutions hidden in large data sets and working with stakeholders to improve business outcomes.

You will also manage our data team who are based in Blackpool, alongside our technology partners, Jaguar Computers. While we are open to blended working patterns, allowing you to work at least part of the week from home, we will expect you to come to the office, either in London or in Blackpool for two to three days per week. If you are London based, you will also be required to travel to Blackpool regularly (at least once a month) to work with the team and Jaguar Computers. You will report to our Chief Operating Officer. You work under the supervision of our Founder and Executive Chairman, William Laing and closely with our CTO, Neil Waring, who is also the MD of Jaguar Computers.

Key responsibilities:

- Working with our CTO and Executive Chairman, to design and implement databases that adequately address business needs.
- To analyse data for possible inconsistencies that may skew analytical results, including checking the accuracy of data coming into our databases from APIs.
- To manage large scale surveys and their incorporation into the appropriate database.
- To manage output and manipulation of data for use in publications.
- To evaluate and document database changes or refinements.
- To apply best practices when storing, organising, cleaning and mining data.
- To develop and implement policies and procedures for effective data handling and management.
- Working with the Chief Operating Officer, to ensure that the company's data management protocols are in line with regulatory standards.
- To manage and provide guidance and training for junior team members.
- To streamline data collection and analysis procedures to ensure fast access to metrics.
- To undertake other tasks commensurate to a role of this grade and nature.

Skills and Expertise:

- Problem solving: you will have strong problem solving skills and will not be satisfied until you are satisfied that the data is correct.
- Computer languages: you will have experience using SQL to manipulate data and draw insights from large datasets.
- Excel: you will be able to use Excel to an advanced level, up to and including macros and VBA.

- Communication skills: you will have strong communication skills and be able to manage people below and above you in the hierarchy of the business, and also manage relationships with clients and other external stakeholders.
- Written English: you will be able to write reports to a good standard of written business English.
- Self-starter: you will have a drive to learn and master new technologies and data methodologies.

What's expected of you?

A job description is all very well, but what will you be doing on a day to day basis? As Data Manager you will be doing the following:

- Ensuring the data team maintain a cycle of updates such that the data we hold is checked and updated at least on an annual basis.
- Working with the Executive Chairman, the CTO and the Digital Strategy Manager and playing an active role in the creation of new data tools.
- Problem solving and coming up with solutions which enable LaingBuisson to improve its data warehouse and the internal and external customer experience of using our data.

You will work under the direct supervision of our Executive Chairman, William Laing. Other key relationships include:

- Our CTO, based in Blackpool, Neil Waring
- Our Digital Strategy Manager, based in Berkhamsted, Jon Butler
- Our Chief Operating Officer, based in London, Heidi Malaure
- Our Commercial Director, based in Berkhamsted, Sarah Ward
- The wider data team, based in Blackpool
- Our Research Project Manager, Michael Neaves, and the other members of our research team, who are all based in London

While we will provide you with the support you require to succeed and you will need to work collaboratively, you will also have a high degree of autonomy and independence and you will be encouraged to take responsibility for your own workload. Our ideal candidates will have the skills, experience and drive to progress and advance their careers within LaingBuisson.

How to Apply

To apply, please send your CV and a covering letter to jobs@laingbuisson.com quoting DM0921 in the subject line.

This is where you make your case for the job. Please read the job specification carefully and make sure you tell us how you fit the person specification and what you could bring to LaingBuisson and this role.

If your application is taken forwards, you may be asked to provide further information, to complete a work-related assessment and be invited to an interview. There will be a work-related assessment which will test your literacy and numeracy and also your data entry skills.

Applications will be reviewed on a rolling basis.

Before applying, please note the following:

- LaingBuisson is committed to promoting equality and diversity in all our work. We welcome applications from all suitably qualified people regardless of their race, sex, disability, gender reassignment, marriage/civil partnership, pregnancy/maternity, religion or belief.
- You must have the legal right to work in the UK as we are unable to sponsor work visas.