



DAA Digital Analyst Competency Framework FAQs

1. What is the Digital Analyst Competency Framework?

The Digital Analyst Competency Framework is designed to help digital analysts and their employers understand the knowledge requirements and the skills needed for both current and desired roles. The framework is comprised of three Experience Levels, Entry Level, Intermediate, and Advanced. Each level is divided into two Professional Tracks: Analytical and Technical.

2. What are Competencies?

Competencies are the knowledge, skills, characteristics, or traits that contribute to outstanding performance in a particular profession. They are described in a way that can be observed, measured, and rated. Competencies focus on “how” the employee accomplishes the required tasks rather than “what” an employee must accomplish which is often described in a job description.

When a series of competencies are organized together, it is called a competency framework. A competency framework differentiates between entry-level and expert-level performance for a specific profession. Frameworks can be used to design and develop training and educational programs, position descriptions, and performance evaluation instruments.

3. What makes the Digital Analyst Competency Framework unique? Why should I use it?

The Digital Analyst Competency Framework is the first-of-its-kind for our industry, detailing the job tasks performed within the profession and the current knowledge and skills required to perform those tasks.

The Framework is an industry reference for digital analysts, their employers, HR professionals, and educators. It defines the necessary knowledge and skills for digital analysts, informing job descriptions, employee recruiting, career path options, and professional development resources.

By adopting the framework, you will be equipped to drive business success and be more valuable to employers.

A rigorous three-phased process was conducted to create the Framework.

- Face-to-face job task analysis (JTA) with 13 subject matter experts spanning all levels of the profession and across various industries.
- International Review by 5 subject matter experts across the UK, India, and Hong Kong.
- An online survey of subject matter experts to validate the task, knowledge, and skills statements as well as weight the statements on their importance and frequency.

The framework was developed with a global perspective and includes emerging areas and developments in the changing role of digital analysts.

4. How is the Digital Analyst Framework organized??

The framework is comprised of experience levels and professional tracks.

- **Levels:** The levels reflect the amount of knowledge or experience a person has relevant to a specific topic or skill-set, regardless of time in the profession. The competencies are divided into three levels, ranging one to three, and are intended to represent a progression of responsibilities from the entry-level practitioner to the senior-level professional.
- **Professional tracks:** Each level is then divided into two professional tracks are Technical and Analytical. The Technical track represents data mechanics, professionals who are more interested in the technical and data management side of the profession. They work with Web and app developers to include the analytic code, QA, etc. The Analytical track represents statistics and analysis, professionals who are more interested in the analysis and mining side of the profession, or those who analyze the data and do most of what is discussed in this document.

5. Who can use the Digital Analyst Competence Framework?

The Digital Analyst Competency Framework is designed for use by all digital analysts, their employers, HR professionals, and educators.

6. How is Digital Analyst Competency Framework useful to me as an employee?

Identify and assess the knowledge and skills you currently have and/or need to possess as you progress in your career. Depending on where you are or where you aspire to be, the framework provides a structure of the knowledge requirements at various points in your career. The framework can help you in discussions with your supervisor about your strengths, areas for growth, and suggested training and development resources.

7. How can employers or supervisors use the Digital Analyst Competency Framework?

Employers/Supervisors can use the framework to define expectations for various job functions and roles and assist with defining job descriptions. The framework can help employers as they screen prospective employees during the hiring process. It can assist supervisors in their discussions with employees about areas of strength and also provide insight on missing or underdeveloped competencies that may be blocking career advancement for their staff. HR professionals can use the framework to assist with recruiting, selecting, appraising, training and developing digital analytics teams.

8. How can educators use the Digital Analyst Competency Framework?

Educators can use the framework to better prepare students for their careers in digital analytics. The content of the framework can assist to structure curriculum and course syllabi.

9. How will the Digital Analyst Competency Framework assist in strengthening existing skills or developing new knowledge and skills?

The framework supports lifelong professional learning and will be integrated into a Self-Assessment tool currently in development. The Self-Assessment will help members assess knowledge and skill gaps and identify resources to assist in developing those skills.

10. I am an entry-level digital analyst, how is the competency framework going to help me?

The framework defines the skills that are needed at experience levels – Entry Level, Intermediate, and Advanced. Depending on where you are in your career and where you aspire to be, the framework provides structure to the knowledge and skills required at various points in your career. As an entry level digital analysts, your focus is on growing your knowledge and skills within the profession. As you move up in your career, you will be able to leverage those skills to influence business decisions and drive success.