

Lead Data Analyst (Research & Insights)

We are looking for a Lead Data Analyst to lead our Research & Insights function, to turn data into actionable insight across our business and platforms, including Times Tables Rock Stars and NumBots.

This is a hands-on role focused on analysing product, learner, and business data to support decision-making. You will play a key role in understanding how learners and schools use our platforms, identifying patterns in behaviour, and generating insights that directly inform product development, user experience, and business strategy.

You will also contribute to more structured research work, supporting the design and analysis of rigorous studies that aim to improve how children learn mathematics.

This role is ideal for someone who enjoys working with data in a fast-moving environment, is insatiably curious about learning, and is excited by the opportunity to contribute across analytics, product insight, and research.

Email recruitment@mathscircle.com for salary range information and application process.

Who we're looking for:

- High degree of curiosity in how we learn maths facts.
- Good understanding of analytical approaches such as cohort analysis, segmentation, and basic statistical methods (e.g. correlation, regression).
- Able to think critically about data and analysis, including recognising potential confounding variables, sampling issues, and sources of bias.
- Experience in a data analyst or similar role (typically 4-6 years).
- Experience supervising or managing micro-teams (1-2 people).
- Strong SQL skills and experience working with large datasets.
- Experience using tools such as Python (or similar) for data analysis.
- Ability to work independently and manage multiple strands of work.
- Ability to communicate insights clearly to both technical and non-technical audiences.

Benefits:

- Company pension
- Pure Gym membership or private health insurance with Vitality
- Access to our mental health partner, Open Up, including free, regular, 25-minute counselling sessions

How to apply:

For application details, please email:

recruitment@mathscircle.com

Product and Business Analytics (Primary Focus)

Provide evidence to guide our ongoing quest for improvement.

- Analyse platform usage and learner behaviour (e.g. engagement, progress, accuracy, speed).
- Analyse qualitative inputs (e.g. teacher emails) to identify recurring themes and user pain points.
- Combine qualitative and quantitative data to build a deeper understanding of user behaviour.
- Evaluate the impact of features, events, and releases on user behaviour.
- Segment users to identify meaningful differences in engagement and outcomes.
- Investigate relationships between usage patterns and learning outcomes.
- Conduct analyses to identify trends, anomalies, and opportunities within the product.
- Reporting on key organisation and product metrics (e.g. customer 'health') over time.
- Respond to ad hoc data requests from across the business.

Research & Insights Function Leadership

Help shape and prioritise how research and insight are used across the business.

- Support the onboarding, coordination, and line management of a Research Associate.
- Help ensure analytical and research work is delivered to a high standard and aligned with business priorities.
- Work closely with leadership to identify high-impact questions and opportunities for investigation.

Research Support

Provide the data and analysis needed to conduct high-quality research on maths learning.

- Prepare and clean datasets for research studies.
- Run statistical analyses (e.g. correlations, longitudinal trends).
- Support experimental work (e.g. A/B testing, quasi-experiments).
- Help document findings for internal use and external research outputs.

Data Tools and Infrastructure

Build and maintain the systems that enable reliable, scalable analysis.

- Write and maintain SQL queries for data extraction.
- Work with tools such as Python, Looker, or similar.

How we'd work

This role sits at the centre of how we understand our users, our product, and how children learn.

You will take ownership of how data and insight are used across the business, ensuring that analytical and research work is focused, well-prioritised, and impactful by:

- Leading day-to-day analytical work across product, user, and business insight.
- Supporting research delivery through high-quality data, analysis, and interpretation.
- Prioritising analytical and research questions based on potential impact.

Alongside this, members of the leadership team (including the CEO and Director of Product and Services) may lead on specific strategic initiatives, such as new product ideas, experiments, or partnerships.

In these cases, the Lead Data Analyst will:

- Help shape questions into clear, answerable analytical or research tasks.
- Provide input on feasibility, data requirements, and analytical approach.
- Support the generation of clear, evidence-based conclusions.

This approach ensures that analytical and research work remains focused on the most important questions and strategic opportunities can be explored without overloading a single role.

Working with Research

This role works closely with a Research Associate, combining analytical and research expertise.

- The Research Associate may lead on study design and academic rigour.
- The Lead Data Analyst ensures that data, analysis, and interpretation are robust, scalable, and aligned with business priorities.

This creates a complementary partnership, where research is grounded in high-quality data and practical constraints; and analysis benefits from strong theoretical and methodological thinking.

Staying Aligned

To keep work coordinated we:

- Hold regular check-ins across product, research, and analytics.
- Share visibility of priorities, ongoing work, and emerging insights.
- Communicate findings clearly and regularly across the organisation.

Working hours

4 days per week (typically 28 hours), with flexibility over how these hours are structured.

We expect availability for meaningful overlap with the team during the working week, but there is flexibility around exact working days and hours. We understand all life circumstances are different and are happy to discuss alternative working patterns on a case-by-case basis.

Salary

£50,000 – £60,000 per annum (full-time equivalent), depending on experience.

Salary will be pro-rated based on a 4-day working week (typically 0.8 FTE), giving an expected range of £40,000 – £48,000 per annum.

Working location

We offer both hybrid and remote working, depending on location.

Bedford-based:

Full-time office: All staff are welcome to spend 5 days a week enjoying the benefits of our modern office based in Bedford.

Hybrid office: For those within a reasonable commuting distance, we offer a hybrid approach, with 2 days working from home each week.

Remote:

For those based further away, we offer a predominantly remote setup, with occasional visits to our Bedford office for key meetings and team events. We find that regular in-person collaboration works best for those based nearby, so fully remote roles are typically reserved for team members living further afield.

Benefits

- Company pension with Nest
- Pure Gym membership or private health insurance with Vitality
- Access to our mental health partner, Open Up, including free, regular, 25-minute counselling sessions
- Death in Service cover

Ever heard of Times Tables Rock Stars and NumBots?

If you have a child or sibling at primary school right now, we bet they have!

Over 10 million primary school children around the world use our platforms to master their Maths skills. You could be part of the team that help these kids achieve their potential and leave school saying "I AM good at Maths."

Our achievements:

- Small but rapidly growing team based in Bedford.
- Founded in 2015 by a maths teacher with a passion to improve children's basic numeracy skills worldwide.
- Queen's Award for Enterprise in 2020.
- BETT 2022 Company of the Year Award.
- Times Tables Rock Stars now used in over 80% of primary schools in England.
- Featured in the Beano Brains' "Top 50 coolest brands for kids"

Ethos:

Whilst we work hard to make a difference to maths outcomes for millions of children across the world, we also like to have fun whilst we do it.

We have a fantastic, supportive team environment. Our constant innovation means that no day is the same and the opportunities and experiences are endless!

Our culture:

At Maths Circle, we're a community of innovators, problem-solvers, and collaborators. Our culture is built on the following core values (which we all came up with collectively as a team):

1. **Caring** - We care about the children, our customers, our community, our team, and our environment. We lead with secure design principles to maximise online safety and learners' digital wellbeing.
2. **Impactful** - We make a difference to children's education and we value each other's genius in our collective pursuit of excellence.
3. **Innovators** - We're not afraid to put smart ideas into action. We don't see a ceiling to what we can do together.
4. **Human** - We're real people with real life experiences that shape our work. We're proud of how we've grown and we talk honestly, helpfully, and with integrity.
5. **Inclusive** - We fiercely believe education should be accessible to everyone and our passion for inclusivity flows into everything we do and everything we are.
6. **Fun** - We work hard but we laugh harder. We believe that a positive buzz creates better things.

