

TAYMAR HOUGHTON



Job: Market Intelligence Analyst

Company: Ofcom

I work at Ofcom supporting the Online Safety regime. As a member of the research and intelligence team, I help provide evidence for the regime by collecting, analysing and communicating data and information from online services in relation to online safety.

Passionate

Friendly

Supportive

The skills I use most in my job...Analysis - gathering, analysing and interpreting data from a range of sources, providing insights into market trends and consumer behaviour

- Project Management - planning, organising and executing research projects to support the online safety regime

- Communication - Presenting and sharing insights to different groups across Ofcom, including key stakeholders
- Strategic Analysis - setting objectives and developing a strategy to develop these objectives
- Mentorship and Support - Experience mentoring apprentice applicants and supporting colleagues on the Graduate scheme

The most interesting thing I've worked on in my career so far...In my role, I get to work on a wide range of research projects. I cannot go into detail as they are yet to be published, but I have worked on research into immersive technologies including gaming, (VR/AR), and sat on working groups examining the Metaverse and what this would mean for the future of gaming and online experiences.

What inspired me into digital and tech...Social media and the online world is embedded into our everyday lives 24/7. Although it is fantastic to have the digital world at our fingertips, I'm aware of the potential for risk and harm, particularly for children. I want to ensure that the online space is made as safe as possible for all users, and that everyone is educated appropriately.

My educational background is...I studied Politics and English Literature at university before beginning my career as an administrator in the prison service. I worked my way up to the role of Intelligence Analyst before moving to the Police service as a Crime Intelligence Analyst. I spent three years at the police before applying to Ofcom for the role of Market Intelligence Analyst.

What advice I'd give to girls thinking about a career in digital and tech...Careers in this area are becoming more accessible for girls in tech everyday. Just look at the Women in Data movement (recently partnered with Ofcom) to see the encouragement and enthusiasm to get more girls into the field. My personal experience in Ofcom has been incredibly positive, and I want to empower other girls to make a step in this direction!