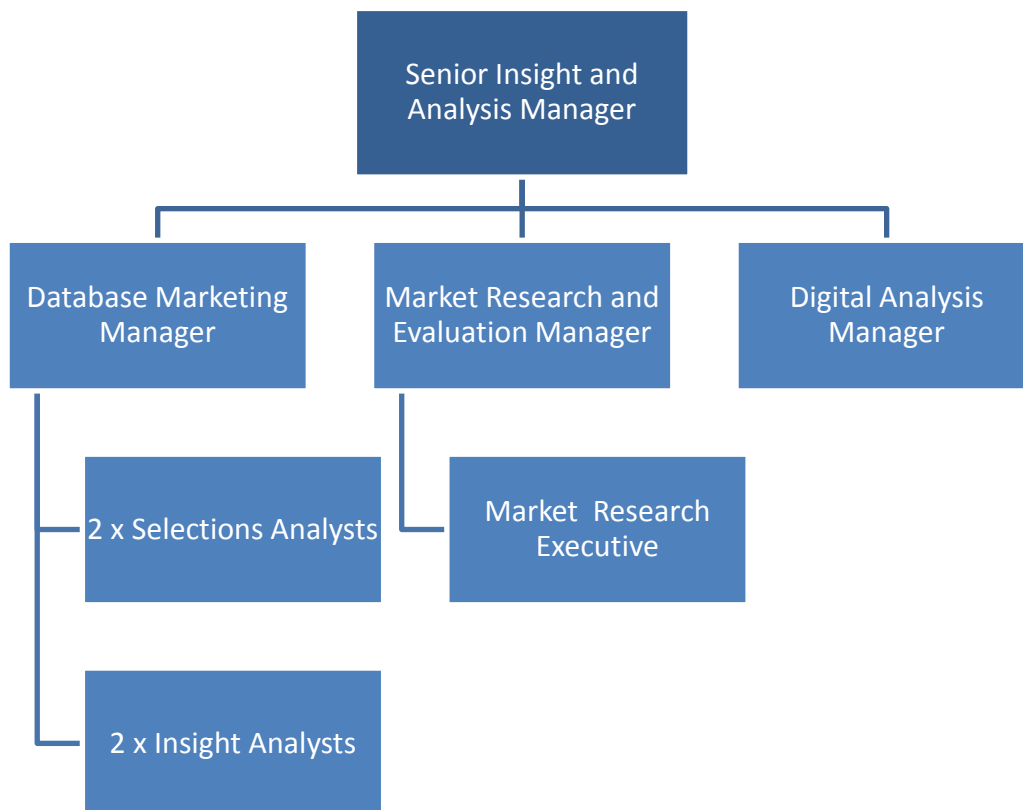


## Senior Insight and Analysis Manager

<b>DIRECTORATE:</b>	Engagement & Fundraising
<b>SECTION:</b>	Business Support
<b>REPORTING TO:</b>	Head of Business Support
<b>CONTRACT:</b>	Permanent, full time



### WORKING RELATIONSHIPS:

#### Inside Diabetes UK

All internal teams, particularly Engagement and Fundraising department, Corporate Services, Operations and PCI teams

#### Outside Diabetes UK

External consultants, specialists, agencies, peers at other charities and relevant suppliers

### OVERALL PURPOSE OF THE JOB

Join the team at an exciting time for Diabetes UK, as we work to develop our 2020-25 strategy. We know that becoming a more pro-active, data-driven organisation is key to achieving our ambitions and this role will play a key part of helping us drive the change we want to see. This role will lead our Insight and Analysis team to support the ambitions of our Data Strategy, providing meaningful insight and analysis that shapes decision making and supports our database marketing activities.

This role would suit someone who is passionate about the role data and insight can play in driving improvement, who embraces and champions change, and who can balance reactive demands with work towards a long term vision.

Although this role sits within the Engagement and Fundraising directorate, the team additionally delivers database marketing selections for the rest of the organisation.

### **MAIN DUTIES AND RESPONSIBILITIES:**

- Create and deliver a vision and plan for the Insight and Analysis team, aligning it with the work of the Data Strategy and key organisational outcomes.
- Support engagement activity across the charity by providing valuable, proactive analysis of activities and provide recommendations for future delivery.
- Build an approach to the use of market research and customer insight that ensures our activities are underpinned by the needs and views of our customers.
- Support the delivery of the Data Strategy through identification and implementation of activities that will add value from an insight and knowledge perspective.
- Lead and manage a multi-purpose team, ensuring that they are supported and able to deliver on their objectives, as well as meeting personal development goals.
- Provide recommendations for systems, processes, models and tools that help us understand more about our customers and the ways which we can engage them with relevant information or activities.
- Support the Digital Analysis Manager to embed a consistent and innovative approach to digital analysis and user experience testing within our digital activities.
- Deliver an excellent service internally to stakeholders requiring data for outbound marketing and research purposes.
- Proactively contribute to cross organisational programme boards designed to deliver improvements on data quality, compliance and customer experience.
- Establish a way of working within the team that pro-actively feeds insight and analysis to relevant departments, raising the profile of the team and the activities they can deliver.
- Communicate key learnings and actionable insights within Diabetes UK and more widely as required using a variety of formats to ensure that analytical information is interpreted and understood correctly.
- Help teams demonstrate and continuously improve their impact against our 2020-25 strategy, by developing impact and outcome reporting that supports learning and continuous improvement.
- Keep up to date on market research and analysis trends and products, developing relationships with peers in other charities and sector wide experts.

### **PERSON SPECIFICATION:**

The best person for this job will be able to:

- Inspire people to learn more about their customers and use this information to achieve success

- Confidently direct and deliver activities that involve significant stakeholders and multiple outcomes
- Demonstrate strong analytical skills with the ability to analyse, interpret results and draw conclusions
- Communicate the value of data and insight in supporting a learning culture and driving continuous improvement
- Challenge as needed to drive activities forward
- Manage multiple deadlines and activities across a breadth of programmes
- Bring together teams and individuals to unite with common goals and achievements
- Consult, share knowledge, and be open to changing plans where needed

**The best person for this job will have experience in:**

- Developing strategies to embed insight and knowledge in a customer focused environment
- Delivering programmes of activities requiring significant change across an organisation
- Working in complex, high volume, data rich environments
- Leadership and managing individuals through a period of change
- Researching market trends in the areas of data analysis, tools and methodologies
- Implementation of insight solutions requiring technical and digital change
- Relationship building and working with stakeholders to understand and develop business requirements for activities
- Analysis, report production and presentation of complex insight to audiences with varying knowledge on the subject
- Strong understanding of compliance regulations in respect to data and GDPR.

**The best person for this job will be:**

- Passionate, enthusiastic and driven
- A strong communicator, able to build relationships across all levels within the organisation
- A passionate ambassador for Diabetes UK's values and sense of purpose.
- A role model to the team and others in the organisation