DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

Insight Analyst

DIRECTORATE:	Engagement & Fundraising
SECTION:	Business Support
REPORTING TO:	Database Marketing Manager
CONTRACT:	Permanent, full time

```
                    ┌─────────────────────┐
                    │  Senior Insight and │
                    │   Analysis Manager  │
                    └─────────────────────┘
          ┌──────────────────┼──────────────────┐
┌──────────────────┐ ┌──────────────────┐ ┌──────────────────┐
│ Database Marketing│ │Market Research and│ │ Digital Analysis │
│     Manager      │ │Evaluation Manager │ │     Manager      │
└──────────────────┘ └──────────────────┘ └──────────────────┘
    │                    │
    │        ┌───────────────────┐ ┌──────────────────┐
    │        │ 2 x Data Selections│ │ Market Research  │
    │        │     Analysts      │ │    Executive     │
    │        └───────────────────┘ └──────────────────┘
    │
    │     ┌──────────────────┐
    └─────│ 2 x Insight Analysts│
          └──────────────────┘
```
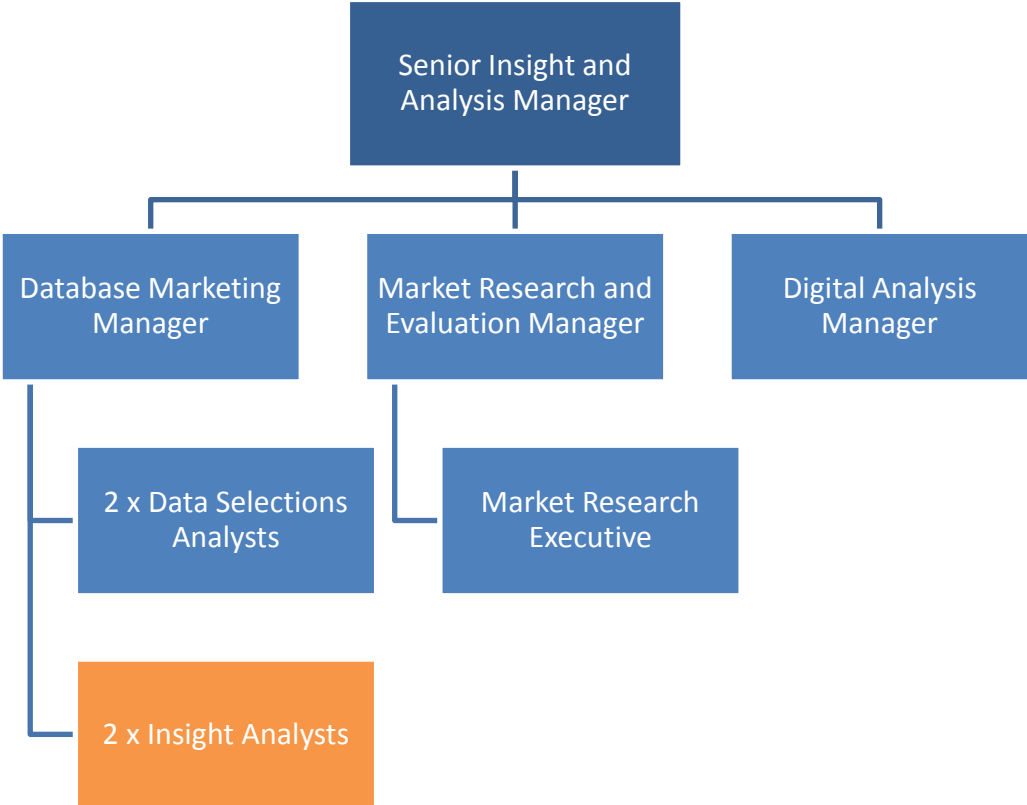
WORKING RELATIONSHIPS:

Inside Diabetes UK
All internal teams, particularly Engagement and Fundraising department, IT, Operations and PCI teams
Outside Diabetes UK
External consultants, specialists, agencies, peers at other charities and relevant suppliers

OVERALL PURPOSE OF THE JOB

Provide meaningful insight and analysis that shapes investment and campaign decisions, as well as enabling us to provide an excellent customer experience to individuals who support us.

MAIN DUTIES AND RESPONSIBILITIES:

- Access and manipulate the supporter database via SQL and FastStats to evaluate campaign performance, identify areas of improvement and provide actionable insights and recommendations.

- Develop propensity models, regular reports and dashboards to help the business boost KPIs.

- Communicate key learnings in a format applicable to technical and non-technical stakeholders.

- Provide analysis and support to the Selections Analysts to optimise targeting and performance.

- Support the delivery of the Data Strategy, with a focus on ensuring that teams have greater visibility of data and are supported towards greater self-service on data related activities.

- Identify improvements for systems, processes and tools, to help us understand more about our customers and the ways which we can engage them with relevant information or activities.

- Contribute deep-dive analysis that go towards cross organisational activities designed to deliver improvements on data quality, compliance and customer experience.

- Proactively communicate key learnings and actionable insights within Diabetes UK using a variety of formats to ensure that analytical information is interpreted and understood correctly.

- 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:
- Demonstrate strong analytical experience, ability to interpret results and draw conclusions.   - Inspire people to learn more about their customers and use this information to achieve success.   - Manage multiple deadlines and prioritise effectively.   - Use statistical techniques and data visualisation tools to deliver high quality analysis.

The best person for this job will have experience in:
- Insight analysis; years working in complex, high volume, data rich environments.   - Using large databases, preferably utilising SQL or similar technology for running queries.   - Analysis, report production and presentation of complex insight to varying audiences.   - Using Excel at a high standard, preferably (not essential) with a knowledge of FastStats.   - Working in a marketing function within a charity or commercial organisation.   - Stakeholder relationship building and management.   - Researching market trends in the areas of data analysis, tools and methodologies.

The best person for this job will be:
- Passionate, enthusiastic, pro-active and driven to provide high quality analysis and insight.   - A strong communicator, able to build relationships across all teams within the organisation.   - Committed to delivering an excellent customer experience to all Diabetes UK supporters.