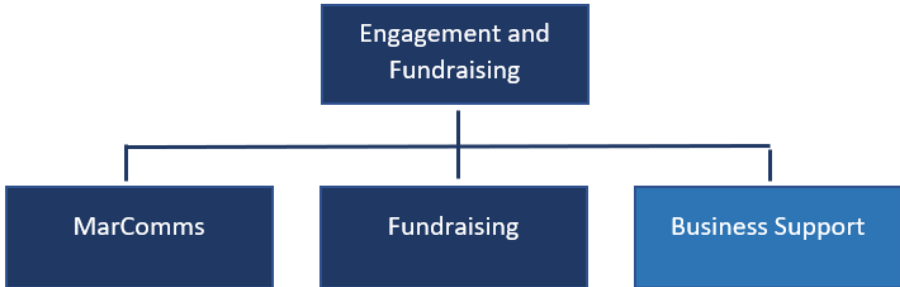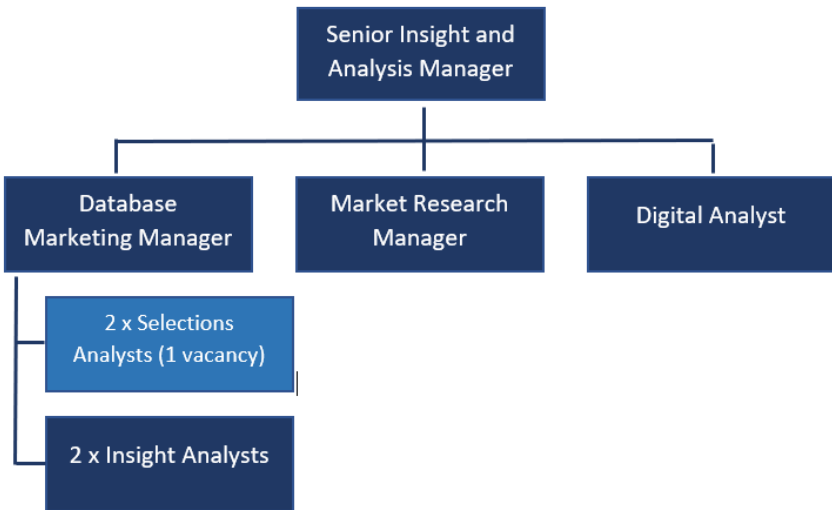|	
Job Title Selections Analyst	**Directorate and team** This role sits in the Database Marketing Team in the Engagement and Fundraising Directorate Directorate

Job Title
Selections Analyst

Key focus of the role
The role plays a pivotal role in external communications by devising and delivering accurate and targeted data selections from our CRM system. You will work with teams to help them meet their needs in the most customer-centred and data-driven way. You will achieve this while following best practice, data protection, organisational guidelines, and customer communication and marketing preferences.

Key deliverables
- Delivering accurate and targeted data selections
- Improving the effectiveness of selections
- Testing new approaches to selections
- Developing and implementing process improvements.

Contractual information
- **Contract type:** Fixed term 12 months Maternity Cover
- **Hours:** Full time
- **Pay range:** £31,740 - £35,267 London/SE and £28,623- £32,14 Regions and Nations
- **Band:** 5

Key working relationships internal
- Business Support Team
- All internal teams, particularly the Engagement and Fundraising Directorate, IT, Operations, PCI and Information Governance Teams.

Key working relationships external
- Fulfilment houses and suppliers
- On occasion, external consultants or contractors

Directorate and team
This role sits in the Database Marketing Team in the Engagement and Fundraising Directorate

Directorate

Wider Function and Team

All jobs at Diabetes UK are based on a 10-factor competency framework called the **What-How Framework.** We've listed the key activities you'll undertake and the skills, knowledge and behaviours you need to be successful in this role. We've summarised these using four key competency areas in each section, however once appointed, you are expected to meet the requirements of all 10 factors. We'll explain this to you during your induction period. All elements listed below are essential requirements unless shown as (desirable).

Key activities – What you need to do

Delivering objectives	Communicating with others	Improving Delivery	Collaborating with others
1. Manage, schedule and deliver compliant selections for customer communications using T-SQL or Apteco FastStats Discoverer and Cascade to deliver selections 2. Log all customer communications on our system and proactively identify potential over-communication 3. Perform quality checks on selections, reports and exports	4. Report on progress and any issues to internal customers and management 5. Identify areas of poor data quality, notify relevant staff, make recommendations and work with IT and staff to resolve 6. Create and maintain technical documentation for all work to agreed quality standards	7. Gather and document business requirements via surveys, workshops, and interviews and adapt the process to better meet requirements 8. Review insight with the team and devise ways to use it to improve selections and increase customer engagement	9. Work with teams across the organisation to use insight to test and improve new approaches to data selections 10. Work with teams to understand schedules and adapt them to maximise communication opportunities.

Skills, knowledge and behaviours – How you need to do it

Managing and developing self	Communicating with others	Improving Delivery	Collaborating with others
1. Work independently once you've agreed objectives and work-plans with your manager, ensuring accuracy and being mindful of deadlines 2. Maintain and develop your skills and knowledge by learning from other teams, keeping abreast of internal changes and external and attending training and conferences	3. Confidently and clearly communicate with others ensuring they have clear expectations of what you will deliver, including timeframes. 4. Influence others to persuade them to take action 5. Develop and maintain effective working relationships with internal customers and managers	6. Take a proactive approach to identifying what needs to be done and take responsibility for making this happen 7. Proactively suggest new ways of doing things to improve what we do 8. Strive to get negative and positive feedback and view negative feedback as a challenge to be overcome	9. Build effective working relationships with others, especially when working across teams and directorates 10. Deal effectively with differences of opinion by showing a respectful understanding of the point of view of others.

Qualifications – Qualifications you need to carry out this role
Desired • Data analysis qualification geared at data modelling and cleansing to improve mailing selections • Apteco FastStats training • SQL qualification