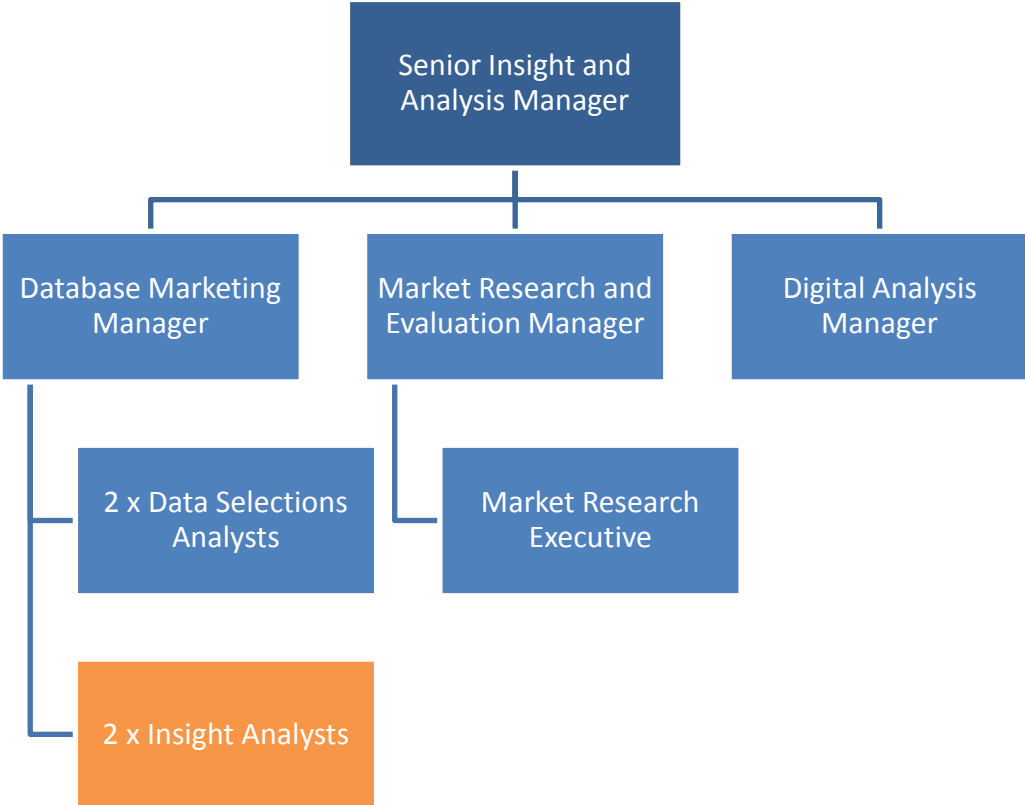


**Insight Analyst**

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



**WORKING RELATIONSHIPS:**

<b>Inside Diabetes UK</b>
All internal teams, particularly Engagement and Fundraising department, IT, Operations and PCI teams
<b>Outside Diabetes UK</b>
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 SQL supporter database to draw out data to provide actionable insights and recommendations for a wide range of engagement and fundraising activities.
- Communicate outputs and recommendations of insight activities to stakeholders in both technical and non-technical language.
- Provide analysis and support to the Data Selections analysts to enable them to select the best data for campaigns and activities.
- 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.
- Provide recommendations for systems, processes and tools that help us understand more about our customers and the ways which we can engage them with relevant information or activities.
- Proactively contribute to cross organisational activities designed to deliver improvements on data quality, compliance and customer experience.
- Provide post-campaign analysis, evaluating the impact and success of campaigns and offering recommendations to improve future campaigns.
- Pro-actively 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.
- Support the Data Selections Analysts at times of increased workloads, providing data selections for campaigns and activities.

## **PERSON SPECIFICATION:**

The best person for this job will be able to:

- Demonstrate strong analytical skills with the ability to analyse, 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:

- 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 audiences with varying knowledge on the subject.

- Using Excel at a high standard, preferably (not essential) with a knowledge of FastStats.
- Working to support a fundraising/marketing function within a charity or commercial organisation.
- Relationship building and working with stakeholders to understand and develop business requirements for activities .
- Researching market trends in the areas of data analysis, tools and methodologies.

The best person for this job will be:

- Passionate, enthusiastic 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 through using our insight and data effectively.