

DIGITAL INSIGHT ANALYST



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

WELLNESS WALK
DIABETES UK

DIABETES UK

WHO WE ARE

For nearly 5 million people with diabetes in the UK, there's no day off. At Diabetes UK, we fight day in, day out for better care, treatment and support. We won't stop until diabetes can do no harm. With more people than ever living with diabetes and millions more at risk of developing type 2, our work has never been more needed.

We can't do any of this without you. Our staff are passionate and determined about helping everyone affected by diabetes. For over 85 years, they've been behind vital policy changes, as well as new treatments and technologies to make living with diabetes easier every day. But there's more to do. And you can be part of it.

We're a really diverse bunch and we recognise and respect your value as an individual.

As well as helping people with diabetes, you'll be part of one of the top 30 Best

UK Charities to Work For, and one of the top 75 Best Large Companies in London.

Tackling inequality is part of our mission, and we're committed to being a diverse and inclusive organisation, for all of our people and volunteers. We have a friendly and inclusive culture, with a range of staff networks and ways to get involved. You can find out more about our approach to equity, diversity and inclusion in our strategy here [EDI Strategy Branded version 22 March 2023.pdf](#).

Our vision is a world where diabetes can do no harm. Join us today, and together, we can make that a reality.



JOB DESCRIPTION

Role title: Digital Insight Analyst

Contract type: 9 months FTC (Maternity Cover)

Hours: 35 hours (Full time)

Band: 5

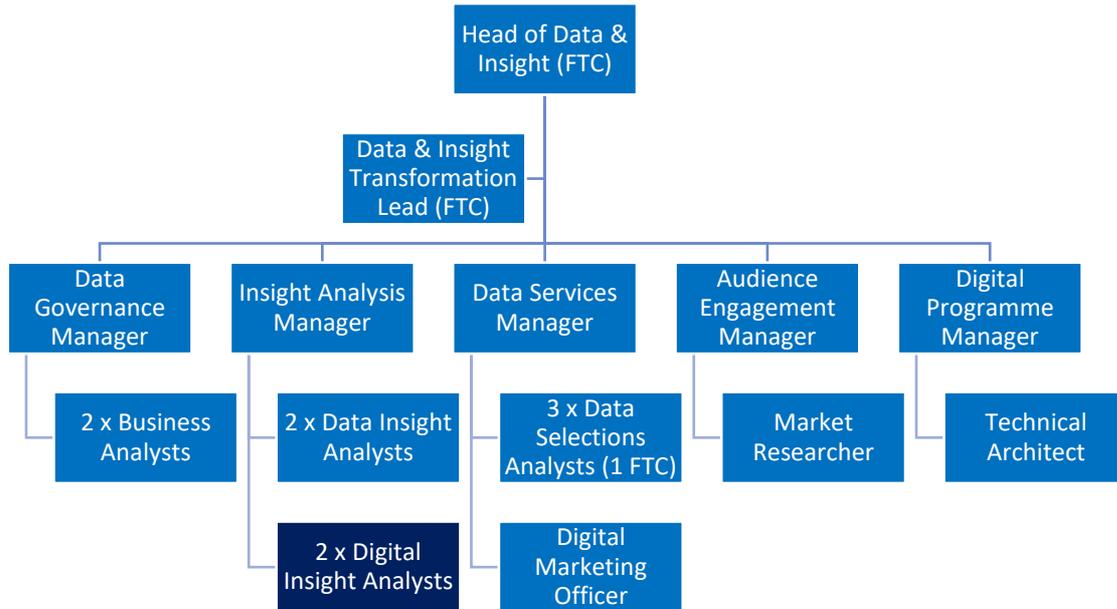
Key relationships (internal and external): Internal: Fundraising, Marketing, Media, Services Communities & Improvement, Policy, IT, Information Governance and Compliance & any supplier agencies

Key focus of the role: To provide strategic insights across digital channels, enhance reporting capabilities, and support the organisation's data-driven decision-making culture. Additionally, lead the development of our Conversion Rate Optimisation (A/B and Multivariate Testing) programme, empowering Diabetes UK to adopt a 'data-first' approach through rigorous scientific testing and analysis.

Directorate and team

This role sits in the Data & Insight Team, in the Engagement & Fundraising Directorate.

[Department](#)



Person specification

All jobs at Diabetes UK are based on

- The key activities you'll undertake and
- The skills, knowledge, experience and behaviours you need to be successful in this role

You will be able to:

- Drive our strategic approach to digital analytics and translating strategic priorities into a delivery plan
- Use statistical models, machine learning, and business intelligence tools to derive actionable insights and improve areas such as customer experience datasets, using initiative to find those that otherwise may have been unnoticed or overlooked
- Work as a Business Partner to Ambitions and/or directorates to gain deep understanding of their business needs, proposing insight led solutions and tests as a key owner of the testing platform and a co-manager of the CRO programme
- Engage with stakeholders to deliver a clear understanding of how different forms of digital insight analysis can enable the organisation to deliver on our Ambitions and strategic needs and enable future growth
- Improve engagement with digital insights through reporting and visualisation including the development of dashboards, reports, and presentations using tools like Power BI, or Python. Set up and deliver processes so that teams are able to access data and assess performance quickly and efficiently
- Work with stakeholders to generate and test hypotheses using a range of analytical tools and methodologies, to provide evidence-based insights to inform strategic decision-making
- Oversee digital tracking, directly or through coaching colleagues to set up tracking, whilst maintaining an overview of standards, quality and compliance
- Use Google Analytics 4 to shape the data architecture, our use of BigQuery and the technology we use for digital analytics
- Ensure tracking is optimised, including A/B and MVT tests delivered through our CRO Testing tool
- Implement cookie consent tools, working with the Senior Compliance Officer to ensure compliant use across all digital platforms and attend regular digital marketing and GDPR compliance meetings
- Be responsible for analytics systems and software, including Google Analytics, Google Data Studio, BigQuery, Power BI, OneTrust and SEO platforms, including SEM Rush and Google Search
- Work with the Data Governance Manager as part of our data governance framework to ensure organisational data accuracy, consistency, and integrity across databases to enable accurate integration and analysis
- Embed and follow processes for scheduling and prioritising demand across our work, both being driven by demands of internal clients as well as your own insight and observations connected to our strategy

- Work closely with colleagues across the Data & Insight team to share learnings, inform decision making and deliver marketing and engagement activity through all channels
- Coach, train and upskill staff to improve their confidence with data and basic analysis / reporting, to support widening access to data and self-service dashboard reporting
- Provide analytical expertise to peers to assist with the delivery of pilot projects, including developing, monitoring and optimising tests- taking a test, learn and fail fast approach
- Prioritise a busy workload, being clear on the projects that will deliver the most impact or income

You will have experience in:

- Experience using Google Tag Manager and and experience of managing tracking on multi-channel campaigns
- Delivering digital analysis projects using a variety of techniques and tools
- Being part of change in organisations to drive impact and efficiency as well as long term engagement, impact and value
- Understanding stakeholder requirements to deliver key actionable insights that drive increased engagement & income
- Delivering digital analysis projects using a variety of techniques and tools
- Understanding the wider context and making tailored recommendations.
- Presenting analysis & insight in a digestible way that is appropriate to audiences at all levels.
- Working with stakeholders to understand their requirements.
- Assessing analysis requests to effectively prioritise and schedule work

You will have skills in:

- Google Analytics, Google Data Studio, BigQuery, Power BI and SEO platforms, including SEM Rush and Google Search Console, to improve what we do
- Experience using Google Tag Manager and experience of managing tracking on multi-channel campaigns
- Use of CRM systems, preferably Microsoft Dynamics 365
- Excel
- Data modelling
- Data exploration and manipulation
- Python (desirable but not essential)
- Understanding and interpreting KPIs in relation to site performance and how KPIs can be levered to further boost Conversion

You will have knowledge:

- Digital analytics tools and platforms
- Multi-channel, digital marketing, including social media, PPC and SEO
- Knowledge of cookie consent management and digital analytics compliance
- Knowledge of data strategy and tactics
- Reporting structures – effective dashboarding and reporting in Power BI to visualise fundraising/sales and marketing activity
- Predictive analytics
- Knowledge of digital data architecture
- Knowledge/Experience of the Not-for-Profit sector is desirable
- Knowledge of the principles of A/B & MVT Optimisation

The best person for this job will be (behaviours):

I make change happen

- Able to influence new ways of working, communicating clearly with others
- Able to look across a range of strategic ambitions, looking for connections and ways to integrate
- Able to deliver and iterate the digital analysis strategy and shape how digital data fits within our data architecture

I put people first

- Enthusiastic and passionate about change for people living with diabetes

- Competent at developing effective working relationships with stakeholders

I keep things simple

- Able to work independently on agreed objectives and work-plans, ensuring accuracy and being mindful of deadlines

I am driven to know more

- Driven to develop your skills and knowledge by learning from others, keeping abreast of internal and external changes
- Able to use knowledge of the external environment to inform how you influence others to make difficult decisions

Qualifications/professional membership (if applicable):

Diabetes UK is committed to fundraise in a way that is legal, open, honest and respectful and expects all staff and volunteers to share this commitment. We are registered with the Fundraising Regulator and you will be expected to adhere to the Code of Fundraising Practice.

BENEFITS

We know you do more than just work. And that means you might be a parent, carer, friend, volunteer or partner.

We want to make sure that we can help you create a good balance between work and the other parts of your life.

And one way we do that is with benefits we offer you.



Annual leave

We want you to make sure you get time off to rest and relax. So, all full-time permanent employees get 25 days off a year, with bank holidays on top of this.



Connected working

We have adopted a 'connected working' way of working. This means that, for most roles, you are not required to work in an office location every day.



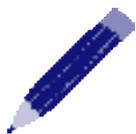
Pension

We enrol everyone into our pension and all new colleagues joining us will get information on the pension scheme. We make an employer contribution of at least 5%.



Healthcare

Our cash healthcare plan that allows you to claim back the cost of regular health appointments and treatment, like the dentist and optician.



Learning and development

We help you to continually develop and achieve your career goals, including offering a wide range of training which happens throughout the year.



Gym membership

We have a gym membership discount scheme through our cash healthcare plan provider. You can use this at a wide variety of gyms around the UK.



Our Networks

A range of active and supportive colleague networks such as the Pride network, Global Majority network and Women's network.



Early finish Friday

Early finish Friday and flexible working as part of our approach to activity-based working (not applicable to roles with fixed shift patterns).



Employee assistance programme

Employee assistance programme to give you support on any issues that come up in life.



Annual season ticket loan

Annual season ticket loan* (on completion of your probation period and if contract is permanent or longer than 12 months).



Cycle to work scheme

Cycle to work scheme.

Get in touch

Email recruitment@diabetes.org.uk

Call **0345 123 2399**

Visit diabetes.org.uk

Search **Diabetes UK** on Facebook, Twitter, YouTube and Instagram

