

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



SELECTIONS ANALYST

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.

We're committed to protecting and promoting the welfare of children and adults at risk, and we need our staff and volunteers to support this.

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: Selections Analyst – Database Marketing

Contract type: 12-month Maternity Cover

Hours: 35 hours (full-time)

Band: 5

Key relationships (internal and external):

- Business Support Team
- All internal teams, particularly the Engagement and Fundraising Directorate, IT, Operations, PCI and Information Governance Teams.
- Fulfilment houses and suppliers
- External consultants or contractors

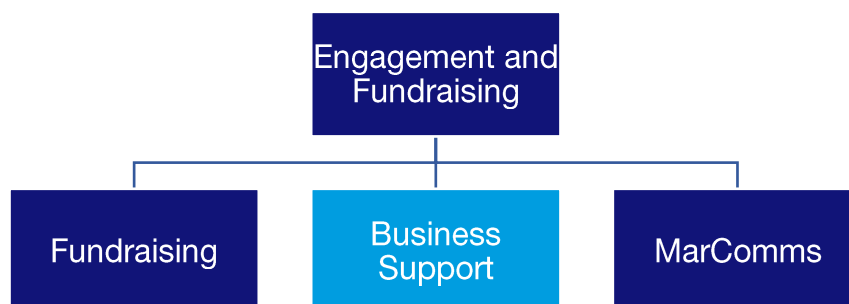
Key focus of the role:

Becoming a more pro-active, data-driven organisation is key to achieving our ambitions at Diabetes UK, this role will help drive the changes we want to see. You will use your database marketing skills to help teams find the right people and communicate the right message at the right time. Your expertise will help drive customer engagement and experience and improve the lives of people affected by diabetes. This is an exciting time as there has been huge investment in our data design and systems.

Directorate and team

This role sits within [Insight and Analysis](#) function in the [Business Support](#) Team in the [Engagement and Fundraising](#) Directorate

Department



Main responsibilities

As a Database Marketing expert, you will focus on using data to deliver targeted and compliant data selections to stakeholders across the organisation. You will work closely with teams to use your expertise and wider insight to find ways of increasing marketing effectiveness.

The ideal candidate will have an inquisitive mind and a drive to enhance customer communications and experience through their ability to interpret insight and use data to shape data selections.

You will work within a wider team to deliver all outgoing warm communications supporting the organisations vision - To create a world where Diabetes can do no harm.

Person specification

All jobs at Diabetes UK are based on our competency framework called the What-How Framework. In the following sections we've listed:

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

You will be able to:

- Manage, schedule and deliver compliant selections for customer communications using Apteco FastStats Discoverer and Cascade.
- Log all customer communications on our system and work closely with the Email Marketing Manager to proactively identify potential over-communication.
- Perform quality checks on selections, reports and exports.
- Provide a great internal customer experience, regularly reporting on progress, including issues, escalating when necessary.
- Review insight, ask Data Analysts for their input, analyse the data on Faststats and devise ways to improve selections and increase customer engagement.

- Work with teams across the organisation and use insight to test new approaches to data selections.
- Work with teams to understand schedules and adapt them to maximise communication opportunities
- Help drive improvement and implement new processes at a time of change.
- Identify areas of poor data quality, notify relevant staff, make recommendations and work with IT and other colleagues to resolve.
- Create and maintain technical documentation for all work to agreed quality standards.
- Gather and document business requirements via surveys, workshops, and interviews and adapt the process to better meet requirements.

You will have experience in:

- Delivering accurate and targeted data selections.
- Improving the effectiveness of selections, using knowledge of the database to drive engagement and fundraising.
- Testing new approaches to selections and identifying new audiences.
- Driving change and developing and implementing process improvements.
- Liaising with stakeholders with a variety of data requirement.
- Interpreting insight and asking the right questions.
- Experience working with a ticketing system is desirable.
- Some experience transitioning to new data systems is desirable but not essential.

You will have skills in:

- Data manipulation and extraction.
- Data analysis.
- Working closely within a Database Marketing Team to allocate resource efficiently.
- Workload management and the ability to negotiate timelines with stakeholders.
- Data analysis and the ability to effectively communicate complex data results.
- An eye for detail and the confidence to voice concerns where they are identified.

You will have knowledge:

- Apteco FastStats Discoverer and Cascade
- Excel skills (mostly pivot tables and calculated fields)
- Stakeholder management
- SQL Server (desirable)
- Power BI (desirable)

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

- Able to hit the ground running.
- A knowledge of database marketing.
- Attention to detail, the ability to spot anomalies within our data systems and to flag where there are issues with data quality/compliance.
- Collaborate with a wide group of people with different levels of data experience.
- Enthusiastic about creating actionable insight from data.
- Use knowledge of data systems to suggest new techniques/methods for efficiency in data selections.

Qualifications/professional membership (if applicable):

None required

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.

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

