

# ANALYSIS & INSIGHT MANAGER



**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 our 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 our people and volunteers. We have a friendly and inclusive culture, with a wide 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 [EDI Strategy Branded version 22 March 2023.pdf](#) which is available on our Diabetes UK website.

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



# JOB DESCRIPTION

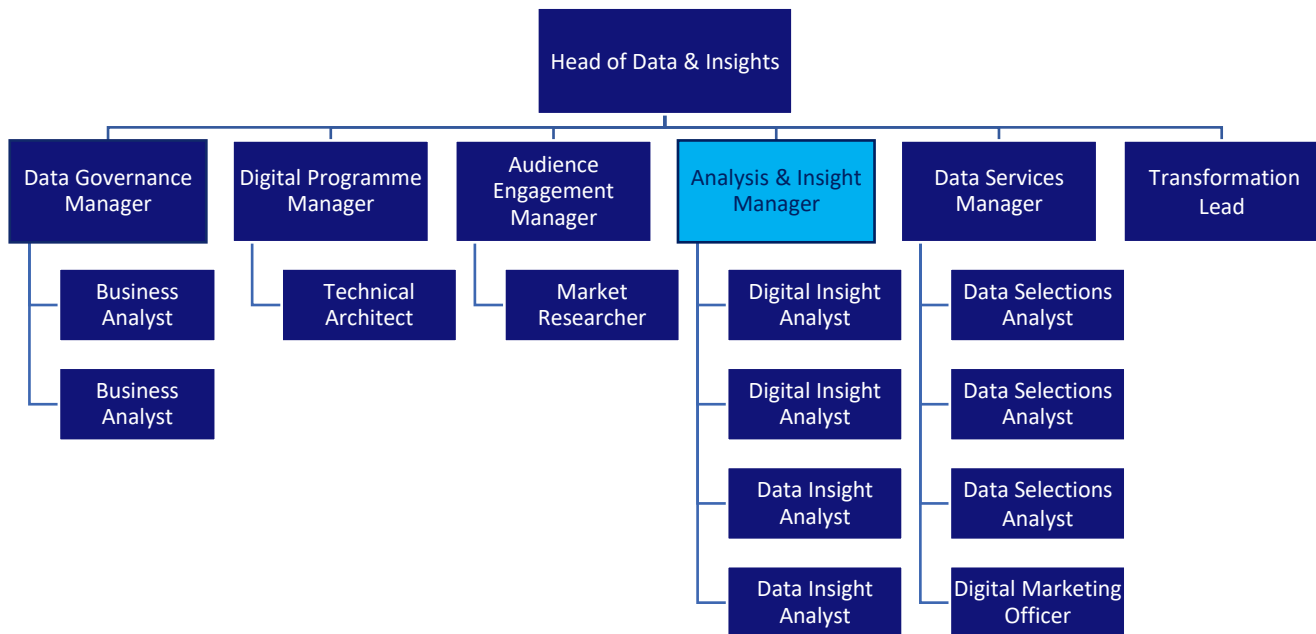
Role title:	Analysis & Insight Manager
Contract type:	Fixed Term Contract (9 – 12 months)
Hours:	35 hours per week (full time)
Location:	Office based with 1 day a week in the office (WLH, London)
Band:	4
<b>Key relationships (internal and external):</b>	
<i>Internal:</i>	Fundraising, Events, Marketing, Media, Services Communities & Improvement, Healthcare Professionals, Policy, IT, Information Governance and Compliance.
<i>External:</i>	Any supplier agencies
<b>Key focus of the role:</b>	
<p>The Analysis &amp; Insight Manager develops and leads a team that provides action orientated analysis &amp; insight into how our audiences adopt and re-use our products and services. Working as business partners, analysts support our commercial teams (fundraising and non-fundraising) by identifying opportunities to increase customer acquisition, loyalty and life-time value for our donors and increase appeal, relevance and loyalty of our beneficiaries. The team works across our product portfolio and across channels (digital and non-digital) and routes to market and delivery is either through bespoke ad-hoc projects or through user adoption of self-serve performance dashboards.</p>	

## Directorate and team

This role sits in the Data and Insights team in the Engagement and Fundraising Directorate

Diabetes UK has recently undergone a significant organisational change with the Data & Insights team being created in July 2025 from the centralization of several specialist teams spread across the organisation. The remit of the new team is to work across the entire organisation and drive a culture of data driven decision making that impact on the charity's ambitions.

## Data & Insights Team



## 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:

### Delivery of Best in Class Analysis & Insight

- Embed a new whole organisation approach to using data and influencing teams to see the benefit of this approach to delivery of their work
- Drive change in culture, looking at insights across all activities and audiences, as well as product specific where necessary
- Engage with stakeholders to deliver a clear understanding of how different forms of insight can enable the organisation to deliver on our Ambitions and enable future growth
- Driven by business need, develop and share actionable insights across all of our activity, both digital and offline, to drive greater levels of impact and income
- Set up 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
- Prioritise a busy workload, being clear on the projects that will deliver the most impact or income

- Leadership of a high performing team, ensuring they are continuing to develop their technical and delivery skills, as well as offering a continually improving service
- Develop a team of Analysts, acting as Business Partners to gain deep understanding of business needs, and how insight analysis can meet these
- Improve engagement with data and insights through reporting and visualisation including the development of dashboards, reports, and presentations using tools like Power BI, Python or Tableau,
- Coach, train and upskill staff to improve their confidence with data and basic analysis / reporting, to support widening access to data and self-service reporting
- Driven by the use of statistical models, machine learning, and business intelligence tools to derive insights and improve areas such as customer experience

#### **Cross organisational working**

- Set up and deliver processes so that teams are able to access data and assess performance quickly and efficiently on a self-serve basis.
- Work with the Audience Engagement Manager and Data Services Manager to develop and deliver multichannel, strategic journeys, including email automation, to ensure supporters receive the best possible experience, driving long term engagement
- 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 analysis
- Use our audience segmentation models to ensure that we are driving use of our audience segments, and understanding key needs and gaps in our offer for audiences
- Work closely with colleagues across the team to deliver marketing and engagement activity through CRM channels
- Collaborate with colleagues across the organisation to optimise income & engagement through the delivery of digital insights and conversion rate optimisation
- Create strong cross organisational working relationships, understanding priorities across our Ambitions, and gaining buy in across teams

#### **Horizon Scanning and Continuous Improvement**

- Monitor emerging technologies and ways of working, including AI to deliver greater speed and agility
- Support delivery of pilot projects, taking a test and learn and failing fast approach
- Take a long-term strategic approach, as well as delivering in the here and now

#### **You will have experience in:**

- Delivering change in organisations to derive impact and efficiency
- Setting up and inspiring new teams, ensuring they can see the strategic impact we are seeking to make
- Managing a multi discipline team to deliver analysis from all channels including digital
- Analysis across big data sets, to find key actionable insights
- Using audience insight and research to drive engagement, customer acquisition, retention and life-time value
- Piloting activities, taking a test and learn approach and failing fast

- Driving long term engagement with customers

**You will have skills in:**

**Essential:**

- Translating technical information for non-technical audiences
- Power BI, SQL, Excel
- Use of CRM systems, preferably Dynamics 365

**Desireable:**

- Experience of MS Fabric and Accelerator
- Python/R, Tableau
- Google Analytics

**You will have knowledge:**

- Proven leadership of analysis & insights teams
- Data protection, ensuring that we are acting in accordance with our customers wishes and preferences
- Digital analysis and it's applications
- Data governance and ethics

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

- Be an experienced analysis & insights team leader who is a team player who promotes both their team and the wider Data & Insights team
- Able to influence and embed new ways of working and new ways of using customer data to drive business performance and increase customer loyalty
- Able to network and influence across a whole organisation
- Enthusiastic and passionate about change for people living with diabetes
- Proactive and able to work autonomously
- Able to look across a range of strategic ambitions, looking for connections and ways to integrate
- Calm under pressure

**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.



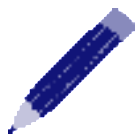
## Pension

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](mailto:recruitment@diabetes.org.uk)

Call **0345 123 2399**

Visit [diabetes.org.uk](https://diabetes.org.uk)

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

