

# DATA 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: Data Insight Analyst

Contract type: Permanent

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. External: Any supplier agencies

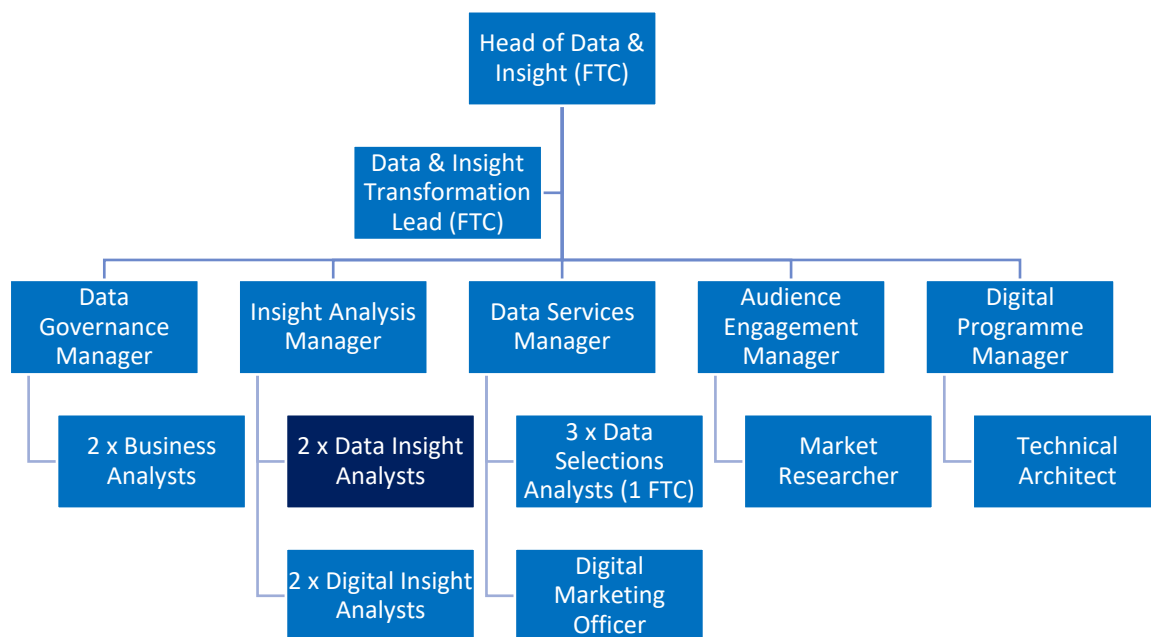
Key focus of the role: Deliver actionable, insight-led solutions using advanced analytics and stakeholder engagement to drive impact and income.

Champion data accessibility through reporting tools, dashboards, and training. Support strategic decision-making via hypothesis testing, segmentation, and governance. Foster collaboration, challenge assumptions, and prioritise high-impact projects while exploring emerging technologies to enhance agility and organisational growth.

## 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:

- Develop and share actionable insights, driven by business need across all of our digital and offline activities, to drive greater levels of impact and income
- Engage with stakeholders to deliver a clear understanding of how different forms of insight can enable the organisation to deliver on our Ambitions and strategic needs and enable future growth
- Work as a Business Partner to Ambitions and/or directorates to gain deep understanding of their business needs, proposing insight led solutions
- Use statistical models, machine learning, and business intelligence tools to derive insights and improve areas such as customer experience
- Improve engagement with data and 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
- Use initiative to uncover actionable insights, patterns and trends within complex datasets, that otherwise may have been unnoticed or overlooked
- 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
- 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 key audiences, and understanding key needs and gaps in our offer
- 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 reporting
- Monitor emerging technologies and ways of working, including AI to deliver greater speed and agility
- 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
- Create strong cross organisational working relationships, understanding priorities across our Ambitions, and gaining buy in across teams
- Challenge assumptions and working practices, using data to back up your argument
- Prioritise a busy workload, being clear on the projects that will deliver the most impact or income

You will have experience in:

- Being part of change in organisations to drive impact and efficiency
- Insight analysis across big data sets, to find key actionable insights and help drive long term engagement & increased income with customers
- Using audience insight to drive long term engagement, impact and value
- Delivering data analysis projects using a variety of techniques
- 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:**

- Experience of using SQL for data manipulation and Power BI (or similar) for report building is essential. Knowledge of using FastStats is desirable but not essential
- Use of CRM systems, preferably Microsoft Dynamics 365
- Excel
- Data modelling
- Data exploration and manipulation
- Python (desirable but not essential)

**You will have knowledge:**

- Data protection, ensuring that we are acting in accordance with our customers wishes and preferences
- Data analysis and the data analysis lifecycle
- Reporting structures – effective dashboarding and reporting in Power BI to visualise fundraising/sales and marketing activity
- Predictive analytics
- Data architecture
- Knowledge/Experience of the Not-for-Profit sector is desirable.

**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

**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.

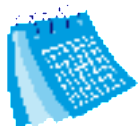


# BENEFITS

**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](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

