

<p><b>Job Title</b> Selections and Insight Analyst</p>	<p><b>Directorate and team</b> This role sits in the Business Support team in the Engagement and Fundraising Directorate</p>
<p><b>Key focus of the role</b> We know that becoming a more pro-active, data-driven organisation is key to achieving our ambitions at Diabetes UK and this role will play a key part of helping us drive the changes we want to see. This role supports the ambitions of our Data Strategy; delivering targeted data selections from our CRM system and providing meaningful insight and analysis that shapes decision making and supports our database marketing activities.</p>	<pre> graph TD     A[Engagement &amp; Fundraising] --&gt; B[Engagement &amp; Partnerships]     A --&gt; C[Marketing &amp; Communications]     A --&gt; D[Business Support]     A --&gt; E[Digital]     </pre>
<p><b>Key deliverables</b></p> <ul style="list-style-type: none"> <li>Delivering accurate and targeted data selections</li> <li>Improving the effectiveness of selections and testing new approaches</li> <li>Evaluating campaign performance, identifying improvements and providing recommendations</li> <li>Identifying opportunities through customer profiling</li> <li>Developing and implementing process improvements.</li> </ul>	<p><b>Job and reporting line</b></p> <pre> graph TD     A[Senior Insight &amp; Analysis Manager] --&gt; B[Database marketing Manager]     A --&gt; C[Market Research Manager]     A --&gt; D[Digital Analyst]     B --&gt; E[Selections &amp; Insight Analyst]     B --&gt; F[x2 Selections Analyst]     B --&gt; G[Insight Analyst]     </pre>
<p><b>Contractual information</b></p> <ul style="list-style-type: none"> <li>Contract type: Permanent</li> <li>Hours: Full time</li> <li>Pay range Band: 5</li> </ul>	
<p><b>Key working relationships internal</b> Business Support Team and all internal teams, particularly the Engagement and Fundraising Directorate, IT, Operations, PCI and Information Governance Teams.</p>	
<p><b>Key working relationships external</b> Fulfilment houses and suppliers. On occasion, external consultants or contractors</p>	

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**).

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

**Key activities – What you need to do**

Delivering objectives	Communicating with others	Improving Delivery	Collaborating with others
<p>1. Manage, schedule and deliver compliant selections for customer communications using T-SQL or Apteco FastStats Discoverer and Cascade to deliver selections (S)</p> <p>2. Provide post campaign and customer analysis, evaluating the impact and success of campaigns, providing recommendations and identifying improvements for future campaigns (S)</p> <p>3. Perform quality checks on selections, reports and exports (S)</p>	<p>4. Report on progress and any issues to internal customers and management</p> <p>5. Identify areas of poor data quality, notify relevant staff, make recommendations and work with IT and staff to resolve</p> <p>6. Create and maintain technical documentation for all work to agreed quality standards (S)</p>	<p>7. Gather and document business requirements via surveys, workshops, and interviews and adapt the process to better meet requirements</p> <p>8. Review insight with the team and devise ways to use it to improve selections and increase customer engagement (S)</p>	<p>9. Collaborate with colleagues on how to optimise the use of customer data (S)</p> <p>10. Work with teams to understand schedules and adapt them to maximise communication opportunities. (S)</p>

**Skills, knowledge, experience and behaviours – How you need to do it**

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Managing and developing self	Communicating with others	Improving Delivery	Collaborating with others
<p>1. Work independently, once you've agreed objectives and work-plans with your manager, ensuring accuracy and being mindful of deadlines</p> <p>2. Demonstrate previous experience of data selections and analysis using T-SQL or Apteco Faststats or a similar selections tool. (S)</p>	<p>3. Confidently and clearly communicate with others ensuring they have clear expectations of what you will deliver, including timeframes (S)</p> <p>4. Influence others to persuade them to take action (S)</p> <p>5. Develop and maintain effective working relationships with internal customers and managers (S)</p>	<p>6. Take a proactive approach to identifying what needs to be done and take responsibility for making this happen</p> <p>7. Proactively suggest new ways of doing things to improve what we do (S)</p> <p>8. Strive to get negative and positive feedback and view negative feedback as a challenge to be overcome</p>	<p>9. Build effective working relationships with others, especially when working across teams and directorates (S)</p> <p>10. Deal effectively with differences of opinion by showing a respectful understanding of the point of view of others.</p>

**Qualifications – Qualifications you need to carry out this role**

n/a