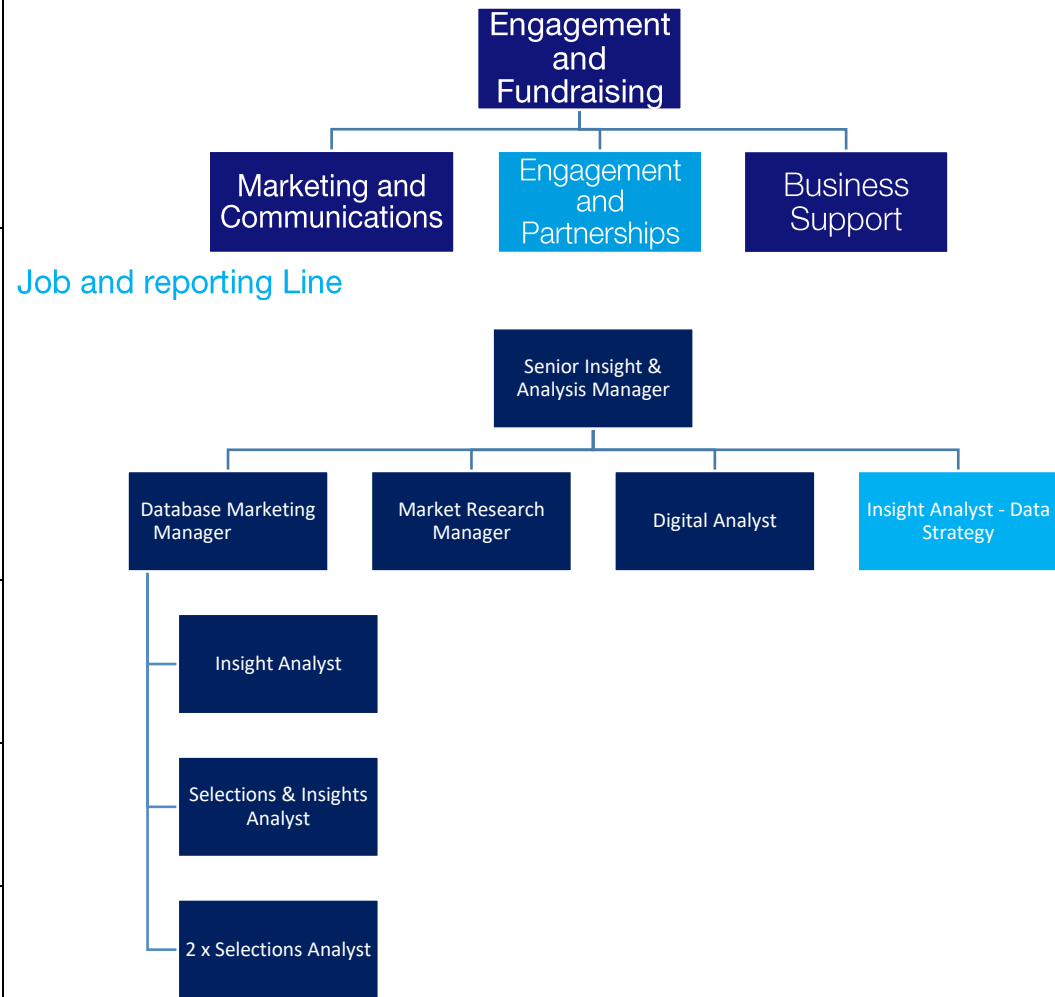


<p><b>Job Title</b> Insight Analyst- Data Strategy</p>
<p><b>Key focus of the role</b> We know that becoming a more pro-active, data-driven organisation is key to achieving our ambitions at Diabetes UK and this role will play a key part of helping us drive the changes we want to see. This role supports the ambitions of our Data Strategy, providing meaningful insight and analysis that shapes decision making and supports our database marketing activities.</p>
<p><b>Key deliverables</b></p> <ul style="list-style-type: none"> <li>Working on behalf of the Insight &amp; Analysis Team on the Data Strategy to ensure that the teams needs are fed into the requirements of new data systems such as a new CRM</li> <li>Rebuilding &amp; testing selections &amp; reports in FastStats &amp; Power BI utilising data and systems developed as part of the Data Strategy</li> <li>Identifying improvements and providing recommendations</li> <li>Supporting analysis and selections</li> <li>Providing understandable insight to all areas of the organisation</li> </ul>
<p><b>Contractual information</b></p> <ul style="list-style-type: none"> <li>Contract type: 1 year fixed term contract</li> <li>Hours: 35 (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, Data Strategy Lead and Team, Operations, PCI, and Information Governance Team</p>
<p><b>Key working relationships external</b> Marketing and insight agencies, consultants, and system providers</p>

**Directorate and team**

This role sits in the Business Support Team in the Engagement and Fundraising Directorate



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**

Setting & delivering strategy & objectives	Communicating with others	Improving Delivery	Collaborating with others
<ol style="list-style-type: none"> <li>1. Assess the needs that the Insight &amp; Analysis Team have as part of the Data Strategy and provide recommendations based on those needs <b>(S)</b></li> <li>2. Assess and manipulate the SQL customer database to improve understanding and optimize team processes</li> </ol>	<ol style="list-style-type: none"> <li>3. Pro-actively communicate outputs and actionable insights within Diabetes UK using both technical and non-technical language <b>(S)</b></li> <li>4. Create and maintain technical documentation for all work to agreed quality standards</li> </ol>	<ol style="list-style-type: none"> <li>5. Support the delivery of the Data Strategy, on ensuring that teams have greater visibility of data and are supported towards greater self-service on data-related activities <b>(S)</b></li> <li>6. Contribute to cross-organisational work which deliver improvements on data quality, compliance and customer experience</li> </ol>	<ol style="list-style-type: none"> <li>7. Work with the Analysts to ensure that their requirements for new systems are fed into the Data Strategy <b>(S)</b></li> <li>8. Lead the Insight &amp; Analysis team in the testing &amp; rebuilding of selections &amp; reports utilising data from the new CRM <b>(S)</b></li> <li>9. Alongside all the Insight &amp; Analysis Team, deliver an excellent service, meeting expectations and building understanding &amp; confidence internally of customer data, software, and tools</li> <li>10. Keep up to date on market research and analysis trends across the sector, developing relationships with peers in other charities</li> </ol>

**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
<ul style="list-style-type: none"> <li>1. 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. <b>(S)</b></li> <li>2. Work independently on agreed objectives and work-plans, ensuring accuracy and being mindful of deadlines</li> <li>3. Develop your skills and knowledge by learning from other teams, keeping abreast of internal changes and attending training and conferences</li> </ul>	<ul style="list-style-type: none"> <li>4. Confidently and clearly communicate with others ensuring they have clear expectations of what you will deliver, including timeframes <b>(S)</b></li> <li>5. Develop and maintain effective working relationships with internal customers and managers <b>(S)</b></li> </ul>	<ul style="list-style-type: none"> <li>6. Proactively suggest new ways of doing things to improve what we do</li> <li>7. Regularly seek feedback and view negative feedback as a challenge to overcome</li> </ul>	<ul style="list-style-type: none"> <li>8. Build effective working relationships with others, especially when working across teams and directorates <b>(S)</b></li> <li>9. Deal effectively with differences of opinion by showing a respectful understanding of the point of view of others</li> <li>10. Support collaborative activity, encouraging teams to move away from silos working and work together <b>(S)</b></li> </ul>
<p><b>Qualifications – Qualifications you need to carry out this role</b></p>			
<p>N/A</p>			