

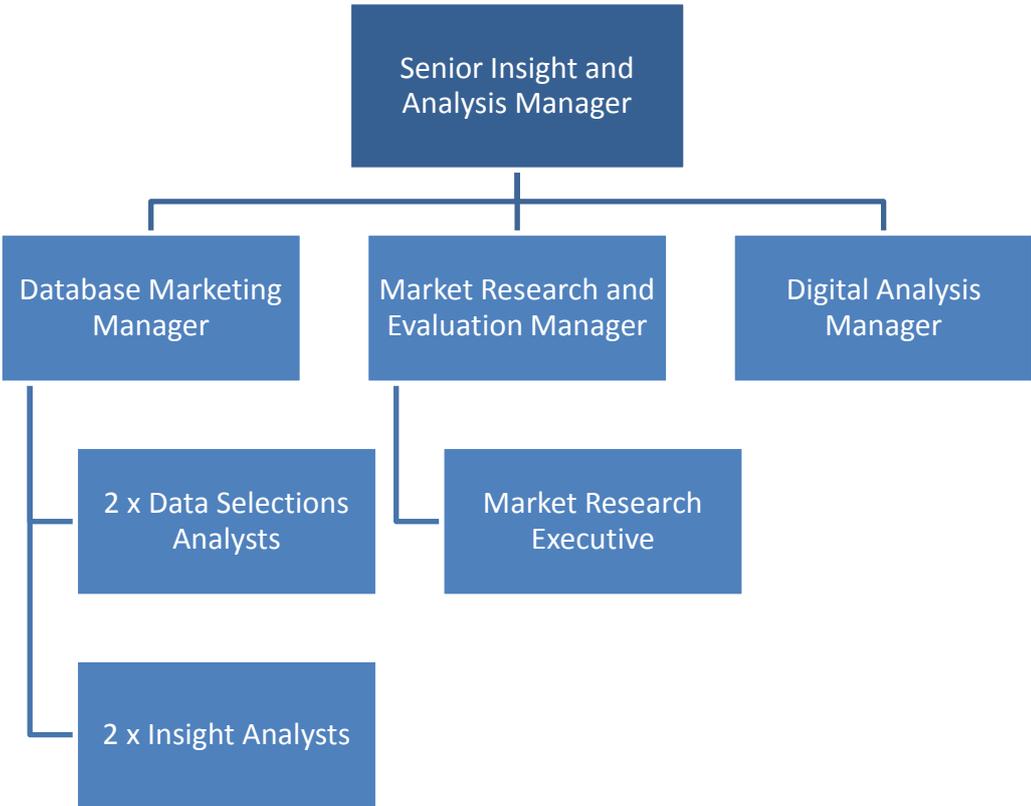
**Selections Analyst**

<b>DIRECTORATE:</b>	Engagement & Fundraising
<b>SECTION:</b>	Business Support
<b>REPORTING TO:</b>	Database Marketing Manager
<b>CONTRACT:</b>	Permanent, full time

**OVERALL PURPOSE OF THE JOB**

To support communication activity by devising and extracting accurate data selections from our customer relationship management systems to meet the needs of teams throughout the organisation.

To enable Diabetes UK to develop maximum potential from its customer base and communications strategy, while following best practice, data protection, organisational guidelines, and respecting people’s communication and marketing preferences.



**WORKING RELATIONSHIPS:**

<b>Inside Diabetes UK</b>
<ul style="list-style-type: none"> <li>• Heads of Teams and managers</li> <li>• All internal teams, particularly Engagement and Fundraising department, IT, Operations and PCI teams</li> </ul>

- National and regional staff
- Volunteers
- Information Governance

### **Outside Diabetes UK**

- Fulfilment agencies, Marketing agencies
- Third party vendors
- Managed service provider

### **MAIN DUTIES AND RESPONSIBILITIES:**

- Deliver regular selections for communication, ensuring business processes are being followed across Diabetes UK and selections are on time.
- Create new selections in FastStats, following established business rules and instructions from project leads.
- Support development of FastStats to facilitate supporter journeys and automation.
- Perform quality checks on selections, reports, and exports to ensure exceptional quality.
- Log all communications and proactively identify occasions of over-communication.
- Play an active part in acceptance testing of the data selection tools and related aspects of new releases of the customer database.
- Manage, schedule, and produce data request deliverables within service level agreement deadlines.
- Produce accurate and compliant data in line with development standards and conventions, data protection policy and law.
- Create and maintain technical documentation for all work to agreed quality standards.
- Gather and document business requirements via surveys, workshops, and interviews. Facilitate, minute, action, time keep all related meetings. Analyse and design bespoke solutions.
- Identify areas of poor data quality on the customer database, notify relevant staff, make recommendations and work with IT and staff to resolve.
- Liaise with users to ensure the work meets business needs.
- Report on progress/issues to management and users.
- Manage the analysis, design, implementation, testing, and support of data extracts.

### **PERSON SPECIFICATION:**

The best person for this job will be able to:

- Learn quickly and independently; specifically around business rules and database structures
- Manage conflicting priorities and workload
- Meet deadlines by scheduling work appropriately
- Adhere to communication business rules
- Review all data requests in a timely fashion and ensure that they meet business requirements.
- Identify areas of improvement to drive forward improvements
- Advise colleagues on selection matters
- Implement resilient and future proof solutions under tight deadlines
- Develop positive working relationships to promote best practice.
- Work on own initiative with minimal supervision and to tight deadlines

The best person for this job will have experience in:

- Data analysis geared at data modelling and cleansing to improve mailing selections
- Apteco FastStats, using Discoverer and Cascade to deliver data selections
- Querying SQL Server using t-SQL
- Requirements gathering and communication with stakeholders
- MS Office (Word, Excel VBA & PowerPoint)
- Fundraising databases within the charity sector (ie. CARE CRM)

**The best person for this job will be:**

- Dependable and meticulous, and can always be relied on to deliver on time to high standards
- Strong technically and analytically, being able to assist in the delivery of data solutions