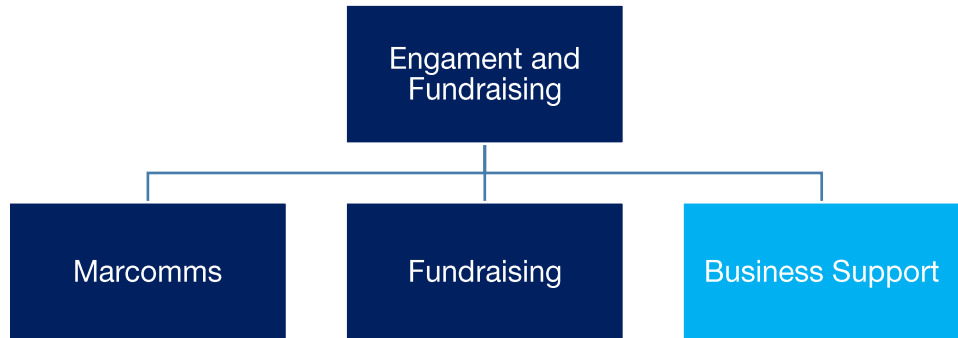
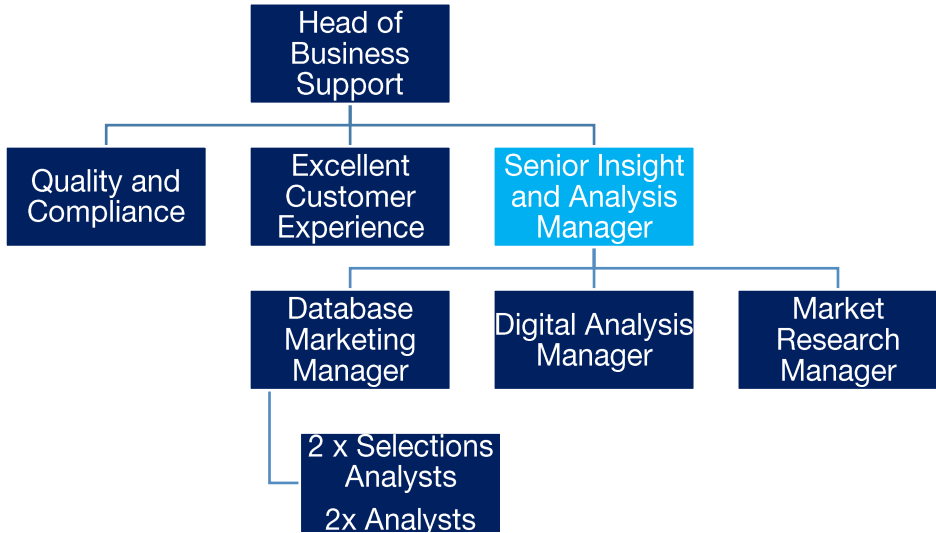


<p>Job Title Senior Insight and Analysis Manager (fixed term contract)</p>	<p>Directorate and team This role sits in the Business Support team in the Engagement and Fundraising directorate.</p>
<p>Key focus of the role In this role, you will lead and transform our approach to insight and analysis, helping us become a pro-active and data driven organisation. You will ensure that insight and analysis is used to shape our decisions, and achieve our ambition. By supporting the delivery of our ambitious Data Strategy, you will ensure that we connect with our target audiences and they have an excellent experience with us.</p>	 <pre> graph TD A[Engagement and Fundraising] --> B[Marcomms] A --> C[Fundraising] A --> D[Business Support] </pre>
<p>Key deliverables</p> <ul style="list-style-type: none"> Maximise customer engagement through the use of insight, providing recommendations for improvement through analysis and testing. Lead the Insight and Analysis team to increase effectiveness and efficiency, especially within our Database Marketing activities. Translate our Data Strategy into practical change around how we use data and the tools we use to maximise customer engagement. 	<p>Job and reporting Line</p>  <pre> graph TD A[Head of Business Support] --> B[Quality and Compliance] A --> C[Excellent Customer Experience] A --> D[Senior Insight and Analysis Manager] D --> E[Database Marketing Manager] D --> F[Digital Analysis Manager] D --> G[Market Research Manager] E --> H[2 x Selections Analysts] E --> I[2x Analysts] </pre>
<p>Contractual information</p> <ul style="list-style-type: none"> Contract type: Fixed term contract, 12 month maternity cover Hours: Full time or part time working 4 days per week Band: 4 	
<p>Key working relationships internal Business Support Team and all internal teams, particularly the Engagement and Fundraising Directorate, IT, Operations and Information Governance Teams.</p>	
<p>Key working relationships external External consultants and agencies</p>	

All jobs at Diabetes UK are based on a 10-factor competency framework called the **What-How Framework**. We've listed the key activities you'll undertake and the skills, knowledge and behaviours you need to be successful in this role. We've summarised these using four key competency areas in each section, however once appointed, you are expected to meet the requirements of all 10 factors. We'll explain this to you during your induction period. All elements listed below are essential requirements unless shown as (desirable).

Key activities – What you need to do

Making Change Happen	Setting and Delivering Strategy and Objectives	Managing and Developing Others	Collaborating with colleagues
<ol style="list-style-type: none"> 1. Add value to our Customer Engagement plans through the use of insight and analysis, supporting our ambitions to develop long term relationships with all our customers. 2. Provide and deliver recommendations to senior management on systems, processes, models and tools that help us understand more about our customers. 3. Support our Data Strategy through implementation of activities that add value from an insight and knowledge perspective. 4. Embed insight about our customers at the heart of our marketing activities. 	<ol style="list-style-type: none"> 5. Build and lead an approach, using market research to ensure our activities underpinned by the needs and views of our customers. 6. Keep up to date on market research, analysis trends and insight tools and products. 	<ol style="list-style-type: none"> 7. Establish a way of working within the team that pro-actively feeds insight and analysis to relevant departments, raising the profile of the team and the activities they can deliver. 8. Lead and manage a multi-purpose team ensuring that they are supported and able to deliver their objectives, as well as meeting personal development goals. 9. Lead the Digital Analysis Manager to drive a compliant, customer-centred approach to digital analysis, increasing reach and engagement across our platforms. 	<ol style="list-style-type: none"> 10. Proactively contribute to cross organisational programme boards designed to deliver improvements on data quality, compliance and customer experience. 11. Deliver an excellent service internally to stakeholders requiring data for outbound marketing and research purposes.

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

Making Change Happen	Setting and Delivering Strategy and Objectives	Managing and Developing Others	Collaborating with colleagues
<ol style="list-style-type: none"> 1. Inspire people to learn more about their customers and use this data and information to achieve success. 2. Experience of using data and insight to drive an increase in customer engagement. 3. Deliver change in how data is used across the organisation. 4. Resolve technology barriers and challenges to achieving success. 5. Experience of marketing techniques that build long term engagement with customers. 	<ol style="list-style-type: none"> 6. Apply a strong understanding of compliance regulations in respect to data and GDPR. 7. Prioritise activities that add value to our work and provide the most impact. 	<ol style="list-style-type: none"> 8. Experience of leading and managing individuals and teams through change. 9. Be a role model to the team and others in the organisation. 	<ol style="list-style-type: none"> 10. Confidently direct and deliver activities that involve significant stakeholders and multiple outcomes. 11. Bring together teams and individuals to unite with common goals and achievements. 12. Build effective relationships with stakeholders to understand and develop business requirements for activities.

Qualifications – Qualifications you need to carry out this role

- Insight or marketing qualification (Desirable)