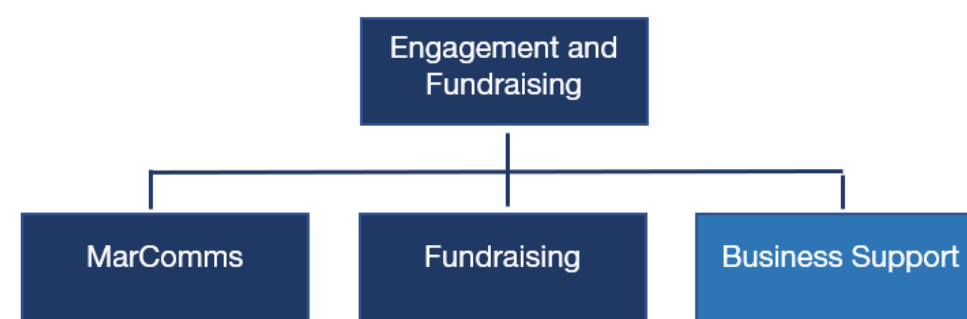

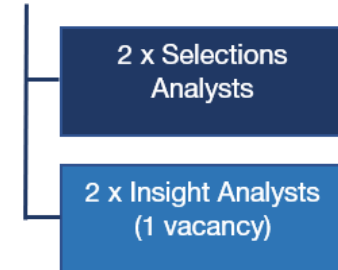


<p>Job Title Insight Analyst</p>	<p>Directorate and team This role sits in the Database Marketing Team in the Engagement and Fundraising Directorate</p>
<p>Key focus of the role We know that becoming a more pro-active, data-driven organisation is key to achieving our ambitions at Diabetes UK and this 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>	 <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"> ▪ Evaluating campaign performance, identifying improvements and providing recommendations ▪ Developing regular reports and other visualisations ▪ Aggregating and deriving data to improve analysis and selections ▪ Providing understandable insight to all areas of the organisation 	<p>Wider Function and Team</p>
<p>Contractual information</p> <ul style="list-style-type: none"> ▪ Contract type: Permanent ▪ Hours: 35 hours ▪ Pay range: Band: 5 	 <pre> graph TD A[Senior Insight and Analysis Manager] --> B[Database Marketing Manager] A --> C[Market Research Manager] A --> D[Digital Analyst] </pre>
<p>Key working relationships internal 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>Key working relationships external Marketing and insight agencies, consultants and system providers</p>	 <pre> graph TD B[Database Marketing Manager] --> E[2 x Selections Analysts] B --> F[2 x Insight Analysts (1 vacancy)] </pre>

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

Setting & delivering strategy & objectives	Communicating with others	Improving Delivery	Collaborating with others
<ol style="list-style-type: none"> 1. Provide post-campaign analysis, evaluating the impact and success of campaigns, providing recommendations and identifying improvements for future campaigns 2. Produce Power BI reports and visualisations to consistently track performance over time 3. Assess and manipulate the SQL customer database to improve understanding and optimise team processes 	<ol style="list-style-type: none"> 4. Pro-actively communicate outputs and actionable insights within Diabetes UK using both technical and non-technical language 5. Present recommendations for systems, processes and tools that help us understand more about our customers and the ways we engage with them 6. Create and maintain technical documentation for all work to agreed quality standards 	<ol style="list-style-type: none"> 7. Support the delivery of the Data Strategy, with a focus on ensuring that teams have greater visibility of data and are supported towards greater self-service on data-related activities 8. Inform Selections Analysts of campaign learnings to foster continuous improvement and campaign responsiveness 9. Contribute to cross-organisational work designed to deliver improvements on data quality, compliance and customer experience 	<ol style="list-style-type: none"> 10. Help the Selections Analysts at times of increased demand, taking on selections to meet charity objectives 11. Deliver an excellent service, meeting expectations and building understanding and confidence internally of customer data, software and tools 12. Keep up to date on market research and analysis trends across the sector, developing relationships with peers in other charities

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

Managing and developing self	Communicating with others	Improving Delivery	Collaborating with others
<ol style="list-style-type: none"> 1. Experience of using SQL for data manipulation and Power BI for report building is essential. Additional knowledge of using Apteco FastStats would be an advantage. 2. Work independently once you've agreed objectives and work-plans with your manager, ensuring accuracy and being mindful of deadlines 3. Maintain and develop your skills and knowledge by learning from other teams, keeping abreast of internal changes and external and attending training and conferences 	<ol style="list-style-type: none"> 4. Confidently and clearly communicate with others ensuring they have clear expectations of what you will deliver, including timeframes 5. Influence others to persuade them to take action 6. Develop and maintain effective working relationships with internal customers and managers 	<ol style="list-style-type: none"> 7. Take a proactive approach to identifying what needs to be done and take responsibility for making this happen 8. Proactively suggest new ways of doing things to improve what we do 9. Strive to get negative and positive feedback and view negative feedback as a challenge to be overcome 	<ol style="list-style-type: none"> 10. Build effective working relationships with others, especially when working across teams and directorates 11. Deal effectively with differences of opinion by showing a respectful understanding of the point of view of others 12. Support collaborative activity, encouraging teams to move away from silos working and work together

Qualifications – Qualifications you need to carry out this role

N/A