

Senior Supporter Insight and Analysis Manager

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| DIRECTORATE: | E&F |
| SECTION: | Business Support |
| REPORTING TO: | Brette Alsop, Head of Business Support |
| CONTRACT: | 6 months |

WORKING RELATIONSHIPS:

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| **Inside Diabetes UK** |
| All Engagement and Fundraising department, IT, Finance |
| **Outside Diabetes UK** |
| External consultants, specialists, creative agencies and relevant suppliers |

# OVERALL PURPOSE OF THE JOB

To provide meaningful insight and analysis that shapes decision making within Diabetes UK and provide us with valuable research to help us evaluate activities and build our future approach.

This role sits within the Engagement and Fundraising directorate, although is often used to support other departments within the charity.

**MAIN DUTIES AND RESPONSIBILITIES:**

* Support the Engagement and Fundraising directorate (and other departments where appropriate) by providing valuable, proactive analysis of activities and provide recommendations for delivery in the future.
* Communicate key learnings and actionable insights within Diabetes UK and more widely as required using a variety of formats to ensure that analytical information is interpreted and understood correctly.
* Manage and prioritise requests for support/insight, maximising the resources (people and external expenditure) we have to do so.
* Support the digital analyst with regards to web traffic analysis, website conversion and user experience.
* Establish a way of working within the team that pro-actively feeds insight and analysis to relevant departments.
* Deliver a process of using the insight and analysis available to us that helps drives our approach to product development and innovation.
* Create a set of resources that pulls together historic and current insight activities and facilitates the sharing of information to allow individuals to benefit from research done in other areas of work.
* Support the Head of Business Support in creating a strategy and vision for the Insight and Analysis team.
* Make and / or critique recommendations for segmentation, donation prompting, testing etc. and assess whether programme changes deliver as anticipated.
* Line manage a team of 4, ensuring that they are supported and able to deliver on their objectives as well as personal development plans.
* Proactively contribute to discussions and recommend improvements on data use and management within Diabetes UK.

**PERSON SPECIFICATION:**

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| **The best person for this job will be able to:** |
| Confident at directing and delivering activities that involve a number of stakeholdersDemonstrate excellent organisational, prioritisation and communication skillsBe comfortable to challenge as needed to drive the programme forward and to achieve successComfortably manage multiple deadlines and activitiesConsult, share knowledge and be open to changing plans where needed |

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| **The best person for this job will have experience in:** |
| * Advanced experience of working in complex, high volume, data rich environments
* Extensive experience of SQL write and interpret code written by others
* Experience of working with stakeholders to understand and develop business requirements
* Complex data analysis and report production
* Proven experience of communicating with and presenting to a variety of audiences
* Knowledge and understanding of Fundraising and the Charity Sector
* Experience of researching market trends in the areas of data analysis, tools and methodologies
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| **The best person for this job will be:** |
| * Strong communicator, able to communicate across all levels within the organisation
* Strong analytical skills to be able to analyse, interpret results and draw conclusions

Enthusiastic, positive and drivenConfident to work alongside different stakeholders of all levels within the organisation  |