

Information pack

Senior Data Analyst

ActionAid UK

We're ActionAid. We're people who are dedicated to ending the extreme poverty that kills 28 children every minute of every day. We're a charity and much more. We're a partnership between people in poor countries and people in rich countries - all working together to end poverty for good.

ActionAid is an international development charity. Formed in 1972 we have been growing and expanding to where we are today - working with over 13 million of the world's poorest and most disadvantaged people in 42 countries worldwide.

The Data & Insight Team

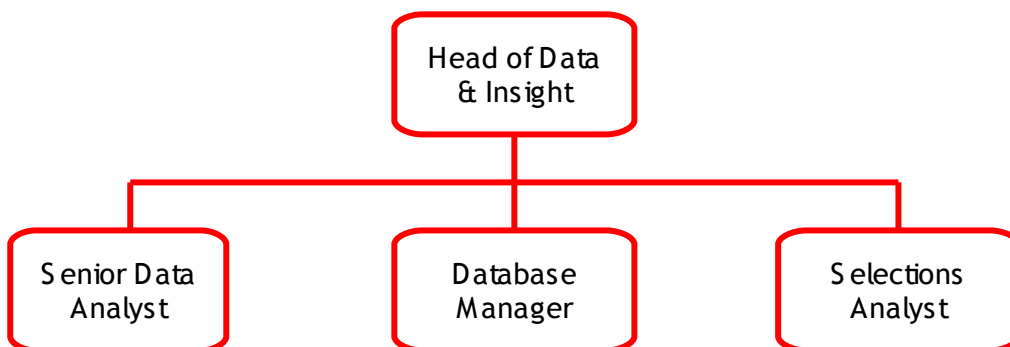
The Data & Insight team is responsible for ActionAid's supporter information. It provides data, insight, analysis and research to help the organisation better understand supporters and to segment and target them more effectively. ActionAid UK operates two supporter databases - Infobase (a proprietary system built in Oracle) and Raiser's Edge, which acts as a secondary database.

Data & Insight is part of the Central Resources Department, a position that recognises that the team sits at the core of the organisation, providing reporting and analysis to senior management and all our supporter facing teams. There are also strong links with our Supporter Care team in Somerset.

The team is made up of four roles; Head of Data & Insight, Selections Analyst, Database Manager and a Senior Data Analyst.

The seniority of the analyst role recognises the degree of skill and experience needed to deliver reporting, analysis and most importantly insight across the organisation. As the successful candidate you will have a strong background of using SQL for analysis to support a direct marketing function, preferably within a fundraising environment.

You will be self-motivated and proactive in your approach to learning new systems. You will enjoy sharing your knowledge and helping others to develop their technical and analytical skills. You will have experience in a similar role but be looking for an opportunity to challenge yourself and develop your skills in a new environment.



Job Title: Senior Data Analyst

Grade: 5

Reporting To: Head of Data & Insight

Department: Finance

Role Purpose: To deliver clear and well articulated insight based on database reporting and analysis to develop a better understanding of supporter behaviour and inform supporter strategies.

Key Contacts:

Internal Fundraising, Campaigning, Schools & Youth and Supporter Care Teams

External Data Agencies and Sector Peers

Date: February 2011

Key accountabilities

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| Data Analysis | 40% |
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- Lead on the development and application of innovative analytical approaches ensuring that ActionAid gains usable insight into supporter behaviour
- Employ a wide range of skills, tools and techniques to analyse data to extract trends and interpret findings
- Communicate and share insights with diverse audiences - both technical and non technical - providing action-oriented results that influence strategy
- Employ a collaborative approach to stakeholder focussed analysis
- Manage the technical infrastructure for reporting and analysis ensuring analytical tools remain 'fit for purpose'
- Advise commissioning departments on developing their requirements to ensure analysis meets evolving organisational needs

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| Reporting & Monitoring | 35% |
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- Manage the suite of regular reports highlighting key findings for stakeholders and identifying requirements for more in-depth analysis
- Lead strategic review of existing reporting and develop requirements to meet organisational needs.
- Propose and develop new reporting that provides the supporter information that decision makers require
- Continually review and interpret report outputs to inform the organisation of trends and anomalies



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| Analytical Support | 15% |
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- Provide leadership and support to help others develop their technical and analytical skills.
- Support Selections Analyst in carrying out mailing selections as required
- Advise on the set up of testing and help evaluate the significance of test performance
- Influence segmentation, targeting and testing strategies
- Advise marketing teams on testing plans so that they may refine future campaigns.
- Answer ad hoc marketing and other information requests

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| Income Forecasting | 10% |
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- Take responsibility for supporting the organisation's income forecasting model
- Continually develop the model to reflect changes in the fundraising programme
- Assist decision makers with predictive modeling and understanding why actual outcomes might vary from planned income performance

Role related knowledge, skills, and experience

- Experience of marketing data analysis and reporting for direct marketing, ideally gained in fundraising
- Excellent knowledge of SQL and experience applied in data manipulation, extraction, reporting and analysis
- Experience of supporting and developing others' analytical and technical skills.
- Ability to communicate effectively with both technical and non-technical colleagues
- Experience of collaborative working to involve users in analysis delivery
- Experience of using analysis to produce management information and influence decision making
- Knowledge of using SPSS syntax, or proven ability to learn new technologies quickly
- Advanced Excel and Access skills (functions /analytics /macros /pivots)
- Experience of using hierarchical segmentation for selections and analysis
- A commitment to ActionAid's mission and values and to Equal Opportunities



Behaviours required in the role

Action

- Demonstrating self-motivation and resourcefulness
- Taking responsibility for, and fixing, things that go wrong

Planning

- Good organisational and prioritisation skills
- Showing flexibility and modifying plans to adjust for unforeseen circumstances

Innovation

- Demonstrates creativity and innovation in problem solving
- Exhibits original thinking, ingenuity and creativity and sells the benefits to others
- Questions and reviews how things could be done better

Communication

- Actively listening to others, clarifying their questions and addressing their concerns
- Constructing complex reports well
- Displaying confidence and conviction when presenting to individuals or groups
- Using clear examples to explain complex issues
- Using the most effective medium to get messages across powerfully and tactfully

Collaboration

- Enabling others to become agents of change
- Involving stakeholders in making recommendations and taking decisions

Leadership and Management

- Provides a source of energy and direction to achieve objectives
- Demonstrates approachability and adaptability

Terms and conditions of employment at ActionAid

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| 1. | Contract Status: | Permanent |
| 2. | Place of work: | Bowling Green Lane, EC1R 0BJ |
| 3. | Salary: | £34,175 to £36,587 per annum |
| 4. | Probation period: | 6 months |
| 5. | Notice period: | 1 week during probation, 1 month thereafter |
| 6. | Working hours: | 35 hours flexible working week |

Benefits include:

- 27 holidays per calendar year (3 days kept for Christmas period)
- Group Personal Pension Plan - employer contributes 10%, employee 3%;
- Flexible working hours and family friendly policies
- Interest free season ticket loan
- 5 day holiday purchase scheme
- Child care vouchers
- Corporate membership of local gym
- Bike2Work Scheme