Data Selections Analyst
Practical Action

ABOUT US

We are an international development organisation putting ingenious ideas to work so people in poverty can change their world.

We help people find solutions to some of the world’s toughest problems. Challenges made worse by catastrophic climate change and persistent gender inequality. We work with communities to develop ingenious, lasting and locally owned solutions for agriculture, water and waste management, climate resilience and clean energy. And we share what works with others, so answers that start small can grow big.

We’re a global change-making group, working with communities who are vulnerable to poverty and climate change to support them to change their world. Together we develop innovative, community powered and locally owned solutions that achieve transformative change in lives and livelihoods. And we work with a range of partners, including governments, business and international organisations to ensure improvements are sustained and scaled and to change the systems that keep people poor and vulnerable.

We were founded in 1969 by radical economist EF Schumacher who challenged the development thinking of the time. He believed in solutions suited to context, equipping people with the skills and knowledge to change their situation, economic systems that work for all and living within the planets means. This ethos continues to fuel all our work. Schumacher was the author of ‘Small is Beautiful: A study of economics as if people mattered’. In our work we start ‘small’, ensuring we understand what is already working but we aim big focussing on what will deliver the systems change required.

We have over 50 years of experience working across Africa, Asia and Latin America. Our group consists of a UK registered charity with experienced country teams, an expert consulting service and an independent development publishing company. We combine these specialisms to multiply our impact and help shape a world that works better for everyone.

OUR AIMS

We work across four thematic areas. Much of our most impactful work combines our expertise across issues to solve complex and interconnected problems such as supporting smallholder farmers with renewable energy to increase yields and open up bigger opportunities for the wider economy.

Harnessing energy that transforms for the one billion people without electricity, and the three billion people without clean cooking solutions. We’re bringing together rural communities, displaced people, energy providers and decision makers to put clean energy to work. By 2025, our work with partners will have led to affordable, low-carbon energy access and cleaner cooking for two million people in ‘last mile’ communities and 18 million people through wider systems change.

Building resilience that protects for vulnerable people whose lives and livelihoods are threatened by climate-related and natural hazards. We’re working with people threatened by natural and climate related hazards, reducing vulnerability and minimizing the impact on their lives and livelihoods.

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By 2025, our work with partners will have enhanced risk knowledge systems so that four million people living in hazard-prone, climate-vulnerable communities are better protected.

**Making cities fit for people** for the millions of people living in urban slums and settlements without proper sanitation, clean water and waste services. Our work with communities is making cities in poorer countries cleaner, healthier, fairer places for people to live and work, with clean water for drinking and sewage safely contained, collected and processed. By 2025, our work with partners will have led to improved water, sanitation and waste management services for one million people living in slum communities and a further 2.4 million people through wider systems change.

**Cultivating farming that works** for smallholder farmers struggling to make a sufficient income and adapt to the negative effects of climate change. We’re teaming up with smallholder farmers, many of whom are women, so they can adapt to climate change and achieve a good standard of living. By 2025, our work with partners will have improved food security and incomes for two million people in rural communities and a further one million people through wider systems change.
Practical Action

ABOUT THE ROLE

Our Vision

Practical Action’s vision is of a world that works better for everyone.

Scope

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<thead>
<tr>
<th>Title</th>
<th>Data Selections Analyst</th>
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<tr>
<td>Reporting to</td>
<td>Insight Manager</td>
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<tr>
<td>Direct reports</td>
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<td>Groups</td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td>Flexible, but with some attendance at HQ (Rugby, UK)</td>
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<td>Duration</td>
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<td>Grade</td>
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<td>Travel</td>
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About the Role

As part of the Data and Insight Team, the Data Selections Analyst plays a fundamental role in the delivery of Practical Action’s fundraising activities, through the production of accurate, timely and compliant data selections. Using a range of data manipulation techniques such as SQL, and tools like SPSS, the postholder will deliver accurate, targeted and compliant data extractions, which will drive high profile fundraising activities and significant income for the charity.

Through partnering with our fundraising leads, the postholder will play a key role in assessing fundraising performance, mapping and planning supporter journeys and creating testing plans so that we can maximise the impact of our fundraising programme. The postholder will work collaboratively with the rest of the Data and Insight Team to ensure that reporting and analytics are in place, to deliver actionable insight across all areas of our direct mail and digital engagement strategies.

Key Working Relationships

Will work closely with all colleagues from within the Marketing Directorate, as well as colleagues within IT, Finance, and across the global business development network.

KEY ACCOUNTABILITIES

- Working collaboratively with colleagues across the Marketing Directorate, manage the briefing, planning and delivery of all data selections work carried out by the Data and Insight Team.

- Working with colleagues in the Data and Insight Team, to ensure that reporting is available which allows fundraisers to assess the performance of different audience groups and marketing activities, supporting continuous optimisation.

- Making strategic recommendations to campaign managers on segmentation and testing strategy, and then operationalising those strategies to generate meaningful insights.

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• To provide advice and guidance to campaign managers on data protection and fundraising regulation to help ensure that communications are appropriate and compliant.

• Work with the Senior Data Services Analyst and Insight Manager, and employing advanced techniques in SQL querying / stored procedures, develop our data structures and architecture, to enable robust, accurate and automated data feeds for data selections and reporting work.

Undertake additional duties, as required, relating to data quality/cleansing, data mapping, data flows, database processes, either as part of day-to-day fundraising operations, or wider strategic transformation projects

PERSON PROFILE

We are looking for a pro-active self starter, who has a passion for working with data and a hunger to learn. You will be patient and methodical in your work, and be able to focus both on the technical aspects of data architecture and selections, and also understand the fundraising strategies that your work will contribute towards.

You’ll be great at building relationships with stakeholders, and be comfortable in communicating complex information through a variety of means.

Your work will help to ensure that we maximise efficiency in our fundraising programmes, and as such you’ll be comfortable challenging the status quo, and making suggestions for how we might change, as we look to continuously improve.

Qualifications, Knowledge and Experience

Essential

• Experience of delivering data selections for marketing campaigns.
• Experience in querying databases, extracting and transforming data to deliver to agreed specifications.
• The ability to build relationships with stakeholders and communicate complex information to a non-technical audience.
• A self-starter, able to work on own initiative to meet goals / objectives.
• A champion for change, and committed to continuous improvement.
• Working knowledge of GDPR and data protection, fundraising regulations and compliance.

Desirable

• Working knowledge of scripting within SPSS.
• Working knowledge of SQL (basic SELECT statements, JOINS and GROUPING data, Common Table Expressions (CTEs), Partitions, Aggregate Functions).
• Knowledge of data warehousing techniques and tools.
• Experience of working with The Raiser’s Edge.
• Expert user of MS Excel (PowerPivot / data model, VBA, statistical techniques)
• Working knowledge of data visualisation techniques, and Power BI.
• An understanding of statistical methods and their application to assessing marketing performance.
APPLICATION INFORMATION

Why join us?

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Additional information
Practical Action believes that having a diverse workforce and inclusive workplace culture based on respect will enable us to be an effective organisation. We seek to create an inclusive workplace in which people are accepted as individuals, regardless of their differences and where they feel their contribution is valued. Practical Action is an equal opportunities employer and we encourage applications from under-represented groups.
We stay committed to cultivating an inclusive and diverse working environment and believe that people from different backgrounds or cultures give us different perspectives, and the more perspectives we have, the more successful we will be. By building a culture where everyone feels heard, respected, and valued we give everyone working with us the opportunity to achieve their full potential.
Practical Action is committed to safeguarding and protecting children and vulnerable adults and as such candidates will be subject to pre-employment checks including criminal checks and terrorist financing.

The successful applicant must have the pre-existing right to both live and work in the UK.
Closing date for applications: Sunday 26th November

Interview Dates: TBC

HOW TO APPLY
If you want to work for a charity with significant people ambitions, then we would like to hear from you. To apply go to Practicalaction.org/jobs to view the full recruitment pack. Please submit a copy of your CV and a supporting statement that describes your suitability for the role to recruitment@practicalaction.org.uk