

INSIGHT LEAD

Practical ACTION

Scope

Title	Insight Lead
Directorate	Fundraising, Marketing & Communications
Reporting to	Head of Data, Insight and Supporter Services
Groups	Data & Insight Team, Data, Insight and Supporter Services Unit, Fundraising, Marketing & Communications Directorate
Location	Rugby, UK (with flexible/hybrid working)
Duration	Permanent
Grade	5
Travel	None

About the Role:

We are looking for an experienced insight professional to join the Data & Insight Team, who will lead on our insight work, delivered through meaningful data analysis, reporting and research activities.

This is a hands-on technical role, so we're looking for someone with significant experience building and maintaining datasets, using analytical tools and modern data platforms, and can deliver meaningful analysis in a charity context. Equally important, we're looking for someone who has good communications skills, and will enjoy building relationships with stakeholders across the organisation (often non-technical). We're looking for someone who can own the insight process, from understanding and scoping requirements, sourcing, prepping and analysing data, presenting to stakeholders and working through how the insight provided can inform decisions and improve our work.

The role is part of a small and busy Data & Insight Team and the post holder will be required to get stuck in on a range of activities that support and underpin our insight programme. This could be, working on marketing data selections, maintaining/developing our data warehouse, providing data protection support, or overseeing CRM processes. We're looking for someone with a broad background in data and analysis, and who enjoys working within an environment with significant variety.

Financial Scope/Responsibilities:

n/a

Internal and External Relationships:

Close working relationships within the Directorate, with fundraising colleagues (across Individual Giving, Philanthropy and Business Development) and with our Digital and Supporter Care teams.

Working on key BI projects outside across the wider organisation, with senior leaders across Finance, Programmes and Impact, Innovation and Influence.

Person Specification:

- Lead the analysis, reporting and business intelligence function, within the Data and Insight Team.
- Develop and maintain data assets that support key decisions.
- Forge and maintain strong working relationships with key leads across the Organisation, particularly within the Fundraising, Marketing and Communications Directorate.
- Partner with stakeholders to gather requirements, design solutions and deliver insight projects to agreed timescales.
- Interpret, summarise and communicate key insights and recommendations to stakeholders, and work with teams to drive change.
- Work with the Head of Data, Insight and Supporter Services to shape our future vision and strategy for insight and BI.
- Champion the use of data and evidence in organisational decision making.
- Work collaboratively and flexibly with the wider Data and Insight Team, to deliver a range of data services.
- Keep up to date with innovations in technology related to Insight and analysis (such as AI) and understand how this could help us with our work.
- Support the management of the tools and systems we use for data and insight activities, including our SQL-server based data warehousing solution, ETL processes and our conceptual data model.

Skills, Abilities and Competencies:

Essential

- Experience in developing and delivering data analysis and insight projects.
- Experienced working with stakeholders to scope and define briefs, that promote efficiency and maximise impact.
- A good communicator, who can convey technical information to a non-technical audience and is comfortable presenting information to range of audiences.
- A curious mindset and willingness to challenge the status quo to achieve positive outcomes.
- Expertise in the charity/non-profit sector, with particular experience analysing Fundraising data.
- A keen attention to detail and methodical approach.
- Technical proficiency in core analytical tools and modern platforms (e.g. SQL, SPSS, SSMS, Power BI)
- A working knowledge of data governance and data protection, including GDPR, PECR and fundraising regulations.
- A working knowledge of data warehousing concepts.
- A working knowledge of statistical analysis and techniques.
-

Desirable

- Experience with Power BI.
- Experience working with The Raiser's Edge NXT, or a similar CRM software.
- Working knowledge of the wider Microsoft Power Platform.
- Experience working with SPSS or a similar data transformation tool.
- Experience working within the International Development sector.