



Senior Data Analyst

ROLE PROFILE

ABOUT US

Practical Action is an amazing, unconventional organisation. We put ingenious ideas to work so people in poverty can change their world.

We do things differently, so answers that start small can grow big – bringing people together in bold collaborations, combining knowledge and innovation to help shape a world that works better for everyone.

We're problem-solvers, creating the conditions for lasting change. Working hand in hand with individuals, local communities and partners to tackle the root causes of poverty.

We're knowledge sharers, getting fresh answers and practical resources into the hands of people who need them most. We inspire change-makers at every level through specialist publishing, education and grass roots knowledge.

We're expert advisers, providing professional development advice from a people's perspective. Working from the ground up, we influence change by providing commercial consulting and policy advice on what works to partners, businesses and governments.

It adds up to work that works, knowledge that inspires and expertise for impact.

In every case we put people and planet at the heart of what we do. We believe in the power of small to change the big picture. And together we can take practical action to build futures free from poverty.

OUR AIMS

We help people find solutions to some of the world's toughest problems, made worse by catastrophic climate change and persistent gender inequality. Our aims are to:

- Make agriculture work better for smallholder farmers, many of them women, so they can adapt to climate change and achieve a good standard of living
- Help more people harness the transformational effects of clean affordable energy and reduce avoidable deaths caused by smoke from indoor stoves and fires.
- Make cities in poorer countries cleaner, healthier places to live and work.
- Build disaster resilience into the lives of people threatened by hazards – reducing the risk of hazards and minimising their impact on lives and livelihoods.

HOW WE WORK

We work on holistic solutions that change systems and have a framework to help us achieve our aims:

- Analyse the root causes of a poverty and vulnerability
- Define the change at scale we need to make
- Develop activities along three complementary paths: *Demonstrate, Learn and Inspire*.
 - Demonstrate that our solutions are sustainable in the real world
 - Learn by capturing evidence and adapting our approach
 - Inspire wider support to multiply our impact.

OUR ORGANISATION

Our organisation

Practical Action is an unconventional, multi-disciplinary changemaking organisation

- A highly innovative community development charity operating in Africa, Asia and Latin America. **Practical Action** community projects use ingenious ideas to design, test, refine and prove new ways to overcome poverty and disadvantage and then 'open-source' knowledge of what works so that it can be implemented at a greater scale by others.
- A world-class consulting operation that helps socially responsible business, government policy makers and other development organisations. This draws on learnings from our own development work as well as the combined brainpower of a roster of over 2,000 expert consultants. **Practical Action Consulting** helps to extend the reach of our influence by providing the best advice to others, whose work can make a bigger difference.
- A well respected specialist development publisher. **Practical Action Publishing** brings together development practitioners, researchers and thought leaders to create publications that stimulate discussion, strengthen peoples' capabilities and inspire sustainable change.

ABOUT THE ROLE

Title	Senior Data Analyst
Reporting to	Insight Manager
Direct reports	None
Financial scope	Circa £35,000 depending on experience
Location	Rugby, UK
Duration	Permanent
Grade	C

PURPOSE, SCOPE AND RELATIONSHIPS

Purpose

The role is to provide the Marketing and Communications Area with effective insight, supporter data management, selections, reporting and analysis.

The role requires a hands-on technical approach to enable the Insight team to deliver accurate insight, management and campaign information so that decisions can be taken to ensure the cost effectiveness of our fund raising work.

Scope

The scope of the role is to be responsible for ensuring the timeliness and accuracy of all supporter data selections for marketing and fundraising contacts and the production of income, campaign and KPI reports for operational and managerial purposes.

Working as part of a team, they will provide technical support and guidance to the Data Analyst and will work with the Insight Manager to provide and disseminate actionable supporter analysis, financial forecasting and planning information.

The role will include the maintenance of a complex supporter data warehouse, working with the Insight Manager to ensure its accuracy and operational impact.

Key Working Relationships

The key working relationships are with colleagues in Supporter Services (SSU), Public Fundraising (PFRU), Major Partnerships and Finance, together with the senior management team of the Marketing and Communications Directorate.

JOB FUNCTIONS AND ACCOUNTABILITIES

Insight and Analysis

- Proposing and pro-actively undertaking actionable supporter analysis with the aim of promoting efficiencies and value for money within fundraising campaigns.
- Identify and share models and data trends that will influence the fundraising strategy.
- Undertake appropriate complex statistical modelling such as decision tree, logistic regression and next best action analysis to improve our supporter segmentation and targeting.
- Provide real insight from analysis and modelling work by interpreting findings, comparing to external sources, developing next step recommendations etc.
- Make recommendations based on database analysis to help develop the supporter journey and improve retention and lifetime value.
- Collect, understand and disseminate information about current market trends and competitor insight so that fundraisers and senior management understand how our activity programmes compare with market leaders.
- Develop and build systems for the monitoring and analysis of supporter life cycle characteristics such as ROI, Life Time Value and Retention.

- Support the organisational business planning process by delivering relevant analysis and maintaining forecasting tools.

Reporting

- Manage the development and production of the large and complex portfolio of income, campaign and fundraising management reports produced by the Insight Team.
- Identifying areas for improvement and change within the reporting portfolio and then managing subsequent report design, development and implementation.
- Manage the production of reports for the monthly income meetings, agency review and organisational strategy reviews; checking reports and providing insight to colleagues.
- Develop and produce appropriate KPI reports for staff within Marketing and Communications and to meet the requirements of Senior Management and Trustees
- Providing reports and information to auditors as requested.
- Keeping up to date with latest reporting technologies and proposing changes and enhancements to such software where appropriate.

Data Selections

- Responsible for ensuring that all data selections produced by the Insight team are accurate and produced to agreed specifications and timetables, thereby mitigating both the financial risks (from delays to activities etc.) and reputational risks (inadvertently contacting the wrong supporters, contravening Data Protection regulations etc.)
- Overseeing and planning data selections for all Fundraising and Communications activities.
- Conducting data selections as required.
- Providing necessary training, mentoring and support to the Data Analyst regarding the conducting of data selections.
- Quality checking data selections produced by the Data Analyst.
- Providing advice to Marketing & Communications colleagues to ensure that contacts with our supporters are appropriate and adhere to contact guidelines
- Identifying potential communications clashes or issues, pro-actively alerting relevant staff Members.

Maintaining Data Warehouse

- Leading on the maintenance and development of a SQL-server based data warehouse, using knowledge of data architecture and SQL programming language to create a range of useable and accurate data sets.
- Monitor and develop the automated refresh processes contained within this database.
- Champion the use of automation / automated processes in all of our data work and the work of other teams.

General

- Actively participate in all Unit and department meetings
- Other reasonable tasks as required.

PERSON PROFILE

To be successful in the role, the ideal candidate will be able to demonstrate:

Knowledge and Qualifications

Essential

- Educated to Degree level, ideally including a mathematics / statistics element or equivalent professional experience
- Advanced use of MS Excel (pivot tables, IF and VLOOKUP)

- Working knowledge of SQL (basic SELECT statements, JOINS and GROUPING data)
- Significant experience of working with data and deriving actionable insight.
- A self-starter, able to work on own initiative to meet goals / objectives.
- A champion for change, and committed to continuous improvement.

Desirable

- Significant experience of working with data and deriving actionable insight within a fundraising environment.
- Expert user of MS Excel (PowerPivot / data model, VBA, statistical techniques)
- Advanced SQL knowledge (Common Table Expressions (CTEs), Partitions, Aggregate Functions).
- Experienced using a statistical analysis package such as SPSS and a working knowledge of statistical techniques such as CHAID and logistic regression.
- Knowledge of market research techniques and methodologies.
- Working knowledge of GDPR and data protection and fundraising regulations and compliance.
- Experience of working with The Raiser’s Edge.

BEHAVIOURS & MOTIVATIONS

The post holder will require an excellent level of competencies in the following Practical Action behaviours:

- Good at connecting and collaborating
- Focused on getting the job done
- Demonstrate creativity in doing their job
- Proactive and adaptable – seeks new opportunities
- Team member who can easily work as part of a cross functioning team to deliver shared goals and improved results.

Practical Behaviours

Our people are expected to demonstrate the following behaviours:



These are the behaviours that we want staff to model and demonstrate. They represent the values and principles we aspire to. We want our beneficiaries, partners and donors to see these values and behaviours in action whenever and wherever they work with us.

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](https://practicalaction.org/jobs) and follow the links to submit a copy of your CV and a supporting statement that describes your suitability by Monday 18th February 2019.

KEY BENEFITS

Inspiring people is central to Practical Action's mission. This starts with our own staff. Through talented and committed staff we will effectively deliver practical answers to our beneficiaries and influence others to build on our philosophy to deliver practical answers to poverty.

Hours

A flexi time system is in operation around core attendance times. Full time roles are contracted at 35 hours per week.

Annual leave

Annual holiday entitlement is 25 days in addition to public holidays.

Pension scheme

Practical Action operates a unit-linked Stakeholder pension from AEGON. New employees join the scheme from day one of employment. The employer contributes 10% of salary and the employee contributes 5%.

Bike to Work scheme

Practical Action participates in the Bike to Work scheme. This is a government sponsored initiative designed to encourage bicycle usage as part of their Green Transport Plan. The scheme offers employees a tax advantage that means the cost of buying a bicycle is reduced by 30 to 45%.