Job Description

Job title:	Data Analyst
Reports to:	Head of Information Systems
Key Stakeholders:	People & Culture, Marketing and Communications, Operations, Fundraising, Finance

1. Main purpose of job

This role sits within the Information Systems team and supports the delivery of accurate, reliable business intelligence reporting and analysis across the charity. The post holder owns, maintains and develops reporting for managers at team or area level, builds analytical and audience segmentation work to support income generation, and helps automate manual processes.

Working alongside and with the support of more senior colleagues, the post holder contributes to data quality, governance and documentation, helps colleagues build their confidence in using data, and drives the continuous improvement of the charity's data platforms and analytics solutions.

2. Main duties and responsibilities

- Develop and own reporting for managers at team or area level, turning their requirements into clear, usable reports and visualisations
- Build and maintain analytical reports for audience segmentation to support income generation activities and to help identify and nurture supporters.
- Carry out regular troubleshooting and ensure reports and dashboards are accurate, current and reliable.
- Lead on benchmarking data gathering and submissions for the whole organisation.
- Support deeper data quality across the organisation, with particular focus on data held within our CRM system (Dynamics 365)
- Establish and promote organisational standards for Power Platform best practice, security and governance, making recommendations to enhance related policies, procedures and controls.
- Take ownership and drive forward process improvement initiatives, working with colleagues to identify inefficiencies and develop practical, sustainable improvements to ways of working.
- Deliver and advise on data advocacy, communication and training, helping colleagues across the charity build confidence with data.
- Use a variety of methods, including written briefings and verbal explanation, to communicate analytical outputs to colleagues.
- Work with colleagues to design and improve reporting and communication approaches, ensuring that the supporting infrastructure, information flows, frequency, formats and presentation styles meet the needs of different audiences.
- Use approved AI-assisted tools as part of day-to-day analytical practice where they add value, including supporting data exploration, insight generation, automations and documentation.

3. General duties and responsibilities

- From time to time, the post holder may be required to work at any of the Charity's sites in line with organisational needs.
- All staff must ensure confidentiality and security of information dealt with in the course of performing their duties. They must comply with and keep up to date with Charity policies and legislation on confidentiality, data protection, freedom of information and computer misuse.
- All staff are required to adhere to and act consistently with all relevant health and safety legislation and Charity policies and procedures in order to ensure that their own and the health, safety and security of others is maintained.
- Staff will actively promote the Charity's commitment to equality and diversity by treating everyone with dignity and respect.
- All employees should take a proactive approach to personal development in order to ensure that skillsets are aligned to the demands of the role as it evolves and develops to meet the organisation's changing needs.
- All employees have a responsibility for protecting, safeguarding and promoting the welfare of children and vulnerable adults.
- It is the responsibility of all employees to conduct all business in an honest and ethical manner.
- Staff should uphold and demonstrate the Charity's values (reasoned, accountable, integrity, synergy and evolution).
- All staff should be aware of their responsibilities to protect the reputation of the charity, for example social media and behaviour.
- Reporting incidents via the Radar system as part of an open and fair culture.
- Staff should be willing to undertake any activity as deemed appropriate by the charity that is in line with skills, experience and knowledge.

Person specification

Education and qualifications	
Essential	**Desirable**
• Undergraduate degree in a numerate or related discipline, or equivalent recent and significant experience gained in a data or analytical role.	• A relevant professional certification from a recognised provider in data analytics, business intelligence or the Power Platform (for example Microsoft Certified: Power BI Data Analyst Associate or Power Platform Fundamentals).
Experience	
Essential	**Desirable**
• Experience of handling and analysing data drawn from more than one source or system. • Experience of building or maintaining reports, dashboards or visualisations, for example in Power BI.	• Business intelligence experience in a charity, customer or supporter focused environment. • Experience of designing and implementing automated processes and workflows using Power Apps, Power Automate, Zapier or similar low-code platforms.

• Experience of working with colleagues or stakeholders to understand their needs and turn them into reporting or analytical outputs. • Good working knowledge of UK data protection legislation, with particular reference to GDPR.	• Working with SQL based databases such as Dynamics 365. • Experience of presenting data analysis outputs to a range of audiences.
Knowledge and skills	
Essential	**Desirable**
• Good level of competence across Microsoft Office 365. • Experience with a data visualisation tool such as Power BI or Tableau. • Good problem solving and critical thinking skills. • Strong organisational skills and the ability to manage own workload against agreed priorities.	• DAX, Power Query (M), SQL and data modelling. • A coding language such as Python or R. • Familiarity with the wider Power Platform and workflow automation. • Awareness of basic process improvement or project methods.
Personal qualities	
Essential	**Desirable**
• Able to communicate clearly with both technical and non-technical colleagues. • Collaborative, and comfortable working alongside and learning from more senior colleagues. • Curious, with a proactive approach to personal learning and development. • Strong attention to detail and a commitment to accuracy. • Dependable and able to see tasks through to completion.	