JOB DESCRIPTION

FUNDRAISING DATA ANALYST

Department: Fundraising
Working Base: Remote home-working with occasional travel to meetings in the South East
Hours: 21 hours a week
Salary:
Reporting To: Data Manager (Supporter Services)

Main Purpose of the Job

1. To work alongside Fundraising Management to develop a programme of analysis to improve AMR's knowledge and understanding of donor behaviour and profitability to inform future fundraising activity.

2. Support the production of standard and custom reports (weekly, monthly, on demand) – work with other staff and/or consultants to identify standard reports that could be run by staff on their own – be main point of contact for custom and one-time reporting requests.

3. To assist in the strategic development and use of the Raiser's Edge® (RE) database and other marketing analysis tools across Action Medical Research.

4. Teach database users how to produce, audit and interpret standard reports. Develop data entry /coding procedures to facilitate analysis and produce any necessary training documentation and instruct users as required.

Specific Tasks

1. To actively engage in project work to measure, analyse and evaluate all required fundraising activities.

2. To work with the Data Manager and other Fundraising departments to identify RE reporting needs and ensure these reports are produced as required (weekly, monthly, quarterly).

3. To set up and maintain import profiles to import bulk data files into RE and to process data files, accurately recording financial and personal data (according to Supporter Services procedures) to meet quality targets and to follow agreed data protection, security and other guidelines.

4. To develop the use of 3rd party products to deliver process improvements and suitable output (e.g. Excel, SQL, Microsoft PowerBI).

5. To advise and create data selections for Action Medical Research fundraising campaigns as required.

6. Produce models and data trends that will influence the fundraising strategy and to monitor and report on incoming data, to highlight and notify variations and anomalies.

7. To advise on all aspects of data analysis and manipulation creating user manuals and technical documentation as required.

8. To be responsible for the creation and application of data models to enhance targeting such as recency, frequency and value RFV (analysis) and donor profiling and attrition modelling.

9. To work closely with the other members of the Supporter Services team to share knowledge and develop procedures to improve efficiency and value of services provided by the team.

10. To undertake project management responsibility as required by the Data Manager.

11. To work alongside the Data Manager to implement and conduct audits of data to confirm use of accurate entry processes and identify any training needs.

General

1. Work with fundraising and other staff in Action Medical Research to ensure that the data held by the charity is accurate, up-to-date and suitable, and contributing to the development of Supporter Services and organisational operations.

2. Maintain knowledge of technology developments with RE relational databases SQL VBA and other tools to identify potential uses. (e.g. web technologies, integration opportunities, plug-ins, developments in 3rd party software.) and to attend Blackbaud update sessions/information about new product releases as required.

3. Undertake any other duties of a compatible nature as may be required from time to time by the management team.

Person specification

Skills

1. Ability to generate queries, reports and analyse data. To be able to extract data based on complex criteria, manipulate data from multiple sources and create import profiles to import bulk data.

2. Ability to communicate database processes and outcomes with people at all levels providing clear information, support, guidance and advice.

3. Good self-organisation and time management, capable of working to strict deadlines.

4. To be fully conversant with all standard IT packages - MS Office (Advanced Excel) and other database systems.

5. Excellent numerical skills and attention to detail.

6. Willingness to work as part of a team and share a wide range of roles and responsibilities. To participate in and contribute to discussions, meetings and other activities.

Knowledge and experience

1. At least 2 years' experience of using complex databases (ideally Raiser's Edge or other fundraising equivalent) and of creating complex queries and reports.

2. An understanding of the use of data and the value of analysis to support fundraising activities in the Charity sector.

3. Knowledge of data protection best practices, including GDPR.

4. Awareness of accepted customer services principles – courtesy, patience and tact, proactivity in resolving problems, and the need to record full and detailed information at every opportunity.

This Job Description is a statement of requirements at the time of writing. It should not be seen as precluding future changes after appointment to this role.