

JOB DESCRIPTION



Marketing Data Analyst

1. JOB DETAILS

Job Title:	Marketing Data Analyst
Department:	Marketing and Communications
Location:	Head Office – Tyrwhitt House
Status:	Full Time
Hours:	37.5 per week – Monday to Friday
Reporting to:	Individual Giving Manager

2. OVERALL PURPOSE

- Supporting the Marketing & Communications and Fundraising teams with the analysis, evaluation, reporting and insight generation of their activities.
- Enable teams to accurately assess the performance of campaigns etc and enable future funding decisions to be data-driven and informed by a robust evidence base.
- Drive a culture of data-led decision making and continuous improvement in ROI

3. KEY RESPONSIBILITIES

- Work with the Marketing & Communications and Fundraising teams to understand and advise on their analysis, reporting, evaluation and insight needs.
- Lead on delivering analysis and campaign reporting, using query tools built in to CRM systems, SQL or other analytical tools (e.g. PowerBI)
- Working closely with IT, develop and maintain a suite of automated income, campaign and KPI dashboards / reports, ensuring that colleagues have access to reliable, timely, accurate management information as and when they need it.
- Influence teams to act on insights or findings by presenting data in a way to engage teams and key decision makers.

- Work with colleagues across the organisation (Digital, IT etc.) to identify and improve data sets.
- Develop a culture of data-led decision making where measurement and insight is valued above instinct and assumption
- Liaise with Database Manager where changes are needed within Raiser's Edge
- Identify underutilised data or insights, and share these findings
- Support Combat Stress in the development of an integrated Data Strategy

4. RISK MANAGEMENT

As an employee of Combat Stress you are required to be risk aware, readily able to identify risks faced by you and by the Society in the course of your day-to-day employment. Where a new risk is identified it is to be reported through your line manager.

We reserve the right to ask you from time to time to undertake any other reasonable duties as required within this role.

Signature – Job Holder

Date

Signature – Director of Marketing & Communications Date

Reviewed: **April 2019**

Next Review Date: **April 2020**