

## Job Description

### Senior Data Analyst

#### FC2009



### Role Details

**Reports to:** Systems and Optimisation Manager

**Responsible for:** N/A

**Location:** Central London, Leadenhall Street

**Hours:** Full time. 35 hours a week, 9am to 5 pm, Monday to Friday

**Salary:** c£44,000 per annum

**Contract type:** Fixed Term for 12 months

**Closing date:** 19 October 2020

## Our vision and mission

Our vision is of a world in which working horses, donkeys and mules are free from suffering.

Our mission is to transform the lives of vulnerable working horses, donkeys and mules around the world. We relieve their immediate suffering and create lasting change by working with people, communities and organisations.

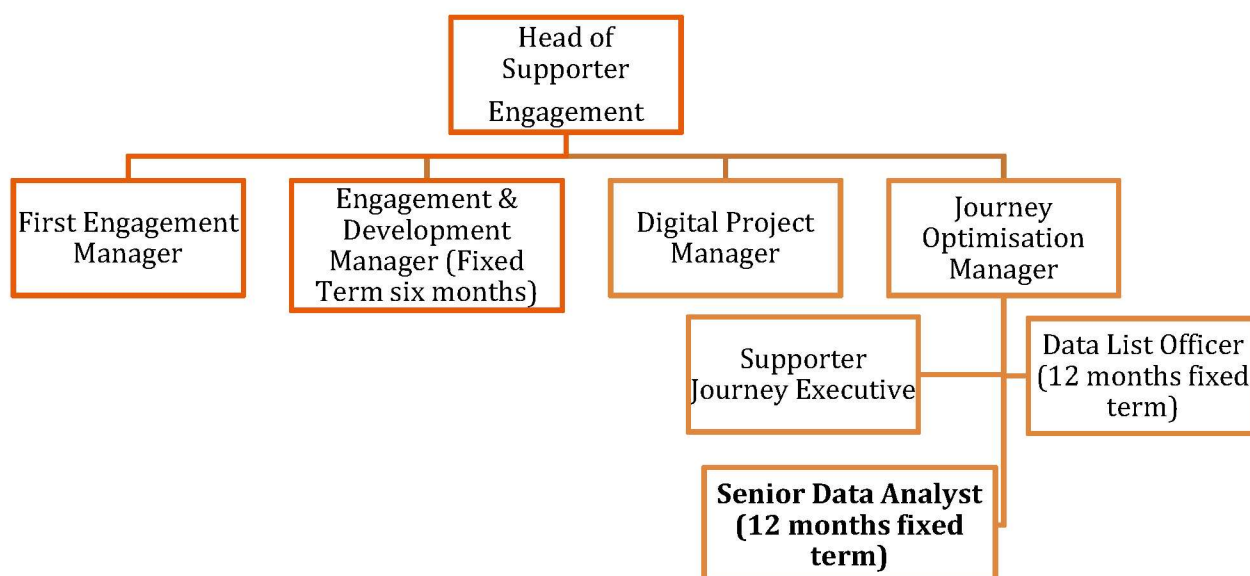
## About Brooke

Brooke is an animal welfare charity that protects and improves the lives of the working horses, donkeys and mules that give people in the developing world the opportunity to work their way out of poverty. Around 600 million people rely on these animals to put food on their tables, send their children to school and build better futures for themselves and their families. Brooke works in more than 15 developing countries, with animal owners, communities, service providers, animal health systems, governments and international organisations to make long-lasting improvements to the lives of animals and their owners.

## Our Values

We are proud to be Brooke. We are resourceful, share new ideas and help each other succeed. Together we make change happen.

## Department Structure and Position of the role



### Department Structure:

Brooke FundComm Directorate is at the beginning of an exciting change. We are building a dedicated and specialised Supporter Engagement team that can focus on delivering supporter growth leading to greater financial stability. This team will take our Supporter Journey work to the next level of sophistication, by creating digital and offline journeys and products that engage supporters at the level of engagement they want with Brooke, and through their preferred mix of channels. The team will introduce and champion and maintain an agile approach - piloting projects while genuinely using data and insights to drive decision making and optimisation.

The team structure must be designed to facilitate the Supporter Engagement Funnel Framework which defines the steps a supporter takes to go from awareness about our cause, to donating to our cause, to sharing our cause with friends (becoming a true partner).

### Purpose of Role

The Data Analyst supports the optimisation efforts of the Supporter Engagement team by providing data reports and analysis, making recommendations for improvements and helping turn these into insights.

### Key Responsibilities and Duties

#### Reporting

- Establishes the baseline KPIS, based on the performance of current journeys and keeps them updated as more data becomes available.
- Monitors live journeys to spot when performance is falling below the quality expected and interprets the data.
- Monitors data to spot trends and works with the Journey Optimisation Manager and Head of Supporter Engagement to turn them into insights that can be shared with the team and wider across FundComms. Analysis can include profiling, clustering, propensity models.
- Produces regular reports for product and journey teams

## Tracking and systems set-up

- Supports Supporter Journey Executive in tracking set-up and checks/tests to ensure that all necessary parts of the journey can be optimised.
- Ensures that tracking for every journey is tested and working on an ongoing basis.
- Ensures that detailed documentation (working out and top line) is maintained and updated.
- Supports Journey Optimisation Manager in creating the systems that feed tracking data in/out of the CRM.
- To keep abreast of market-leading supporter and customer engagement trends and issues, particularly in relation to strategies, techniques, opportunities and risks relevant to supporter engagement and fundraising.
- To ensure that supporter data is collected and used in adherence with legal regulation and best practice, for example the Data Protection regulation, Gift Aid legislation, Mailing and telemarketing preferences etc.

## General

- Follow the Brooke's equal opportunities statement which aims to clarify the value we place on diversity and steps we take to promote equality of opportunity for all.
- Perform such additional tasks as may reasonably be requested from time to time by the Line Manager.
- Adhere at all times to Brooke's policies and procedures



## Person Specification

*The skills, abilities, experience and knowledge outlined below provide a summary of what is required to carry out this job effectively. They also form the selection criteria on which the decision on who to appoint will be made. Please ensure that you show how you meet the criteria outlined below in your application.*

Knowledge and experience		Essential	Desirable
1	In depth experience of interpreting Google Analytics, social media (owned and bought) and email data and translate them into valuable insight	✓	
2	Experience of data analysis and reporting on an acquisition programme from Facebook ads	✓	
3	Ability to interpret data from different sources and formulate insights	✓	
4	Experience of data analysis for optimisation of supporter journeys in an organisation or an agency setting	✓	
5	Experience of working in a digital marketing or an integrated fundraising team	✓	
6	Highly organised: Ability to monitor a number of simultaneous journeys, spot trends and interpret them	✓	
7	Ability to clearly communicate and explain their data analysis to colleagues	✓	
8	Ability to keep clear understandable documentation of their reporting so it can be shared and understood by team members	✓	
9	Experience of working with different data analysis tools; be quick to master new software tools	✓	
10	Experience of or familiarity with Faststats analysis tool		✓

11	Experience of working with Engaging Networks		✓
12	Experience or qualifications in predictive models via appropriate tools and algorithms (e.g. Python/Chaid)		✓

## Our Competency Framework

Brooke's competency framework translates Brooke vision, mission and values into easily identifiable behaviours that all staff are expected to demonstrate at all times.

Competency	What it means
<b>Self-Management</b>	Taking responsibility for own actions, behaviours and outcomes
<b>Learning</b>	Taking responsibility for own learning and fostering growth and development in others
<b>Relationship Building</b>	Creating and maintaining harmonious and constructive working relationships with others internally and/or externally
<b>Planning and Organising</b>	Ensuring that time and resources are utilised to best effect for the achievement of the Brooke's goals and our mission and that others are committed to agreed courses of action
<b>Effective Decision Making</b>	Making clear, informed and timely decisions that lead to effective outcomes in line with the Brooke's mission
<b>Change and Improvement</b>	Seeking out and developing new ideas and approaches, responding positively and constructively to change and fostering a culture of continuous improvement
<b>Collaboration and Cooperation</b>	Working respectfully, effectively and collaboratively with others in your team, across the organisation and externally to deliver effective outcomes



<b>Communication &amp; Influence</b>	Communicating clearly, concisely and compellingly in a manner that is appropriate to the audience. Engaging respectfully with others both internally and/or externally to persuade them to adopt courses of action that are in the best interests of the organisation and the animals
--------------------------------------	---

## Employee Benefits:

Brooke has a competitive benefits package. To find out more, please visit:

<https://www.thebrooke.org/about-brooke/jobs/employee-benefits>

If you wish to get in touch with us, please contact HR at [recruit@thebrooke.org](mailto:recruit@thebrooke.org)