



Data Analyst

Functional Team: Community Support and Insights

Reports To: Insight Manager

Salary: £34,800 - £42,600

Location: UK - Nationwide

Working Arrangements: Remote working, permanent, regular or ad hoc

MISSION OBJECTIVE

The Community Support and Insight (CSI) Team puts the 38 Degrees community of supporters in focus, by listening to and understanding their views, priorities and experiences, so that 38 Degrees can better reach and mobilise a powerful, broad community to create change and tell a compelling, story about the fairer, more respectful and sustainable country we want to become.

We lead on representing the views and real life experiences of our audiences so that supporters can be front and centre of our campaigns, and we deeply understand who is part of our community - bringing data that makes our campaigns more impactful and supporter-driven, and ensuring campaigns better resonate with our broad, representative community and beyond. We amplify these findings for use internally and externally.

The Data Analyst, reporting into the Insight Manager, prepares and analyses data, ensuring we have the right data to inform analysis and decisions.

They provide the Insight Manager with the right data to enable insights which guide organisational decisions and help to answer questions about our community and target audiences.

The Data Analyst also supports functions across the organisation with their data needs, providing insight with support from the Insight Manager, and supporting teams to use data to solve problems, quickly responding to regular requests for data so we can better understand our performance.

They are responsible for making recommendations about how we apply data to further our impact and meet the evolving needs of 38 Degrees in line with the strategic direction we have set.

This job describes the role of the Data Analyst. The 38 Degrees team works in a culture of togetherness, passion for our issues and determination to win, so from time to time the team will be expected to perform activities outside of their normal role.

Commitment

All 38 Degrees staff should have a deep commitment to our mission of empowering our supporters to win campaigns on the issues they care most about.

DUTIES AND RESPONSIBILITIES

MANAGE INTEGRATED PROCESSES



- Provide data and analysis to the Insight Manager, supporting our evolving understanding of our existing data and gaps in our data, working collaboratively to answer questions and make recommendations about our community and target audiences
- Support campaigns teams by providing regular data that fulfils their data needs, building and maintaining dashboards, and responding to ad-hoc data requests. This work will enable deeper understanding of those we serve and will help 38 Degrees achieve its strategic goals.
- Analysing engagement of our community personas, and building on what we know about our community, to help us serve our supporters, fit our campaigns to their needs and priorities and - as a result - improve the efficiency and strategic impact of our campaigning.
- Champions and contributes to a culture of understanding the priorities and experiences of our community, including where it challenges the perspectives of the staff team.

ALIGN



- Apply data analysis to real time experiments, advising the team to ensure they make informed decisions on the action to take as a result of the experiments.
- Work with the CSI team to bring high quality data and analysis to the campaigns team, to ensure data is embedded into our decision making and increases engagement, supporter retention and organisational performance
- Further 38 Degrees understanding of its community of supporters and target audiences, through all relevant data sources, evaluating and making recommendations to improve the supporter experience.
- Communicate analysis, and insights from a variety of data sources, into easily understandable information for non-technical audiences.

SUSTAIN SERVICE



- Deliver high quality, accurate analysis to agreed timeframes aligned to established plans ensuring consistent timeliness and quality of deliverables, as needed to support our campaigns and cross functional work.

- Support, deliver, and analyse the results of experiments that aim to improve and optimise organisational performance, e.g. designing welcome journeys or donation retention experiments.
- Understand the data needs of the team to build excellent and useful dashboards, reporting on key metrics and providing consistent and real-time monitoring of campaign performance and results, recommending ways to improve organisational performance.
- Understand and utilise existing and new approaches for data analysis, to engage our community of supporters and target audiences

TARGET SKILLS PROFILE



SUBSTANTIVE KNOWLEDGE

Demonstrated significant knowledge and experience of data analysis, analysing multiple sources of data and producing high quality recommendations based on insight from our community, that are acted upon and move 38 Degrees closer towards its strategic direction

CONCEPTUAL

Understand and apply existing and new approaches for data analysis to inform insights, and to engage 38 Degrees supporters and target audiences

APPLIED

Provide insight and analysis and support training on how to gather and interpret useful and strategically significant data.



COMMUNICATION SKILLS

Demonstrated significant skill in working with internal and external stakeholders to deliver data and insights that further campaigns and 38 Degrees strategic direction.

INTERNAL

Collaborate with cross functional team members to ensure the relevant data is gathered, analysed and presented in the most useful format.

Share insights and recommendations with campaigns teams, presenting complex data in an easily

EXTERNAL

Engage and communicate with relevant stakeholders or partners in relation to data analysis, in order to learn from others in this field and ensure a coordinated approach on shared projects.

understandable format, helping to guide decision making.



Demonstrable experience of conducting and sharing analysis and of advising on insights

TIMELINESS

Deliver high quality, accurate analysis to agreed timeframes as needed to support campaigns and functional work and service standards.

QUALITY

Deliver outputs which are consistent in quality which benefit the organisation's use of data.

TARGETED SPECIALISED KNOWLEDGE

- Specialised experience in data analytics, statistics, A/B testing, data visualisation, gained through education or experience in data analysis
- Some specialised knowledge of and experience in the use of SQL, Excel/Google sheets
- Commitment to continuous learning and development