Senior Insight Analyst

Job description

Grade	E
Type of contract	Permanent
Directorate	Fundraising
Team	Data & Supporter Relations
Reports to	Data Insight Manager
Responsible for	N/A
Location	Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff office,
Hours	35hrs p/w

About the role

Mind's Data Insight team empowers teams across Mind to use analysis and insight to understand supporters better and make informed, evidence-based decisions about our products and programmes.

We offer an independent, high quality data analysis service to people across Mind who engage with supporters to uncover deeper insights using cutting-edge tools and techniques. Wherever possible, we also deliver data to the fingertips of supporter engagement teams, empowering them to explore and discover insights themselves via dashboards and reports.

Data insight is recognised as one of five key strategic principles in Mind's 2021-24 Fundraising Strategy, so the work of the team is key in delivering on this area of the strategy.

In this role, you will help Mind improve its understanding of supporters and other constituents and stakeholders as well as better understand its market position and potential. Working closely with the Data Insight Manager, you will take a lead on advising on and championing the use of audience and market intelligence and research throughout Mind.

You will need to be able to work with a wide variety of datasets and find efficient and robust methods of data collection and management. You will need a strong grasp of Mind's strategy and purpose and be able to analyse and interpret data in the context of fundraising and external relations objectives, at the same time developing a unified perspective on Mind's audience and market position. The role requires you to work and think independently, sometimes raising challenging questions or observations.

Key Responsibilities

1. Work with the Data Insight Manager to lead on supporter audience insight and analysis at Mind, develop better market understanding and establish a supporter data collection strategy
2. Working with Fundraising and External Relations stakeholders to consult, advise, and champion the use of audience and market intelligence and research
3. Establish and co-ordinate audience research and data collection initiatives, including supporter and customer surveys, ensuring high quality data collection and supporter experience
4. Produce reports and summarise and present research findings to colleagues
5. Work with Data, Digital and Supporter Engagement teams to ensure that data collection through our online forms is optimised for data quality and supporter experience
6. Manage a range of platforms and data sources used to collect supporter data: Customer Voice, YouGov Direct, and our range of benchmarking and market insight products
7. Develop and maintain a solid understanding of CRM and other supporter data systems and be able to extract data accurately and efficiently
8. Create a range of survey templates and maintain a question bank to help standardise and optimise supporter surveys being carried out across the organisation
9. Co-ordinate market research efforts to help Mind better understand and benchmark its performance in areas such as supporter satisfaction and experience, fundraising and engagement
10. Conduct desk research to keep track of market and competitor trends
11. Produce and curate a range of internal resources to share audience insights with colleagues, including the Supporter Insight Library and Power BI reporting
12. Contribute to product development and innovation by providing audience insight
13. Produce periodic snapshot reports on audience and market insights
14. Bridge gaps in our organisational knowledge of supporters by conducting or commissioning research
15. Co-develop KPIs and implement measurement models, with an emphasis on supporter experience, data collection and competitor intelligence
16. Work with the CRM, Data & Insight team to manage supporter data and report results of research and analysis back to internal stakeholders
17. Develop reports and dashboards using Power BI

Expectations

We are committed to becoming actively anti-racist in everything we do. This is a critical priority for Mind. We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to provide excellent services. We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equity in physical and mental health for all.

Role expectations:

- Develop a strong understanding of Mind's strategy, objectives and operations, especially in relation to supporter engagement and fundraising
- Work and think independently, sometimes raising challenging questions or observations
- Keep abreast of internal and external developments and respond accordingly.
- To attend and contribute to supervision and appraisal process, meetings, training, and other events as required.
- To adhere to relevant legal and statutory requirements including the Data Protection Act (ensuring an appropriate level of confidentiality at all times), Health and Safety at Work Act (ensuring H&S of own and others at all times) and any other relevant/charity law.

All members of staff at Mind are expected to embody our mission, values and competencies. This includes an expectation that they will:

- Show passion for what Mind does and the changes that we are making for people with mental health problems.
- Work collaboratively across teams, departments, locations and organisations.
- Stand up for what they believe is best and trust in themselves and each other.
- Be open to others and ourselves and show a commitment to learning.
- Be open to change and respond flexibly and quickly to the changing world.
- Demonstrate organisational awareness and see the bigger picture while working towards objectives.
- Communicate effectively, ensuring their messages are understood and that they strive to understand others.
- Value diversity and treat others with respect, showing sensitivity towards differences, promoting and encouraging diversity, and building on people's different skills and talents to enhance the quality of their own and other's work.
- Take responsibility for their decisions.
- Attend and contribute to Mind staff training and any other training identified as appropriate for the post.
- Occasionally travel to meetings in England and Wales and/or work unsociable hours, which may require the need for an overnight stay, evening and weekend work.
- Ensure that all responsibilities and activities within their post are consistent with the terms and spirit of Mind's mission, vision, values, policies and procedures.
- Adhere to relevant legal and statutory requirements including the Data Protection Act, Health and Safety at Work Act and relevant charity law.
- To be prepared to work flexibly (e.g. hot-desking, home-enabled working) according to business need
- Maintain an appropriate level of confidentiality at all times.
- Contribute to making Mind a greener workplace.

Person specification

Essential criteria

1. Analytical and numerical skills to interpret quantitative and qualitative data, particularly from surveys
2. Solid understanding of research methodology, including market research
3. Good grasp of the product development process and how research can contribute
4. Experience of writing and designing surveys
5. Good interpersonal and co-ordination skills with the ability to maintain positive relationships with and influence colleagues across many teams
6. Ability to work collaboratively with team members to achieve common aims and objectives
7. Ability to communicate insights and results of data analyses by producing written reports, dashboards and presenting face-to-face
8. Experience of designing processes for collecting, managing and processing survey and form data
9. Good understanding of database management and ability to 'speak the language' of technical colleagues in IT and Data as well as fundraisers and teams engaging and communicating with supporters
10. Technical data literacy, with the ability to learn and use code and specialist software (e.g. R, SQL, Power BI) to manage, analyse and visualise data
11. Experience of briefing research agencies (including for focus groups)
12. A good understanding or intuition for charity fundraising, campaigning and communications
13. Ability to manage and take responsibility for own workloads, handle multiple priorities and meet deadlines.
14. Ability to translate the essence of complex data into language or formats others will understand.

Desirable criteria

1. A good working knowledge of SQL and querying relational databases
2. Knowledge and experience using R, Python or other programming languages for data analysis and engineering
3. Experience of developing statistical or machine learning models using techniques such as: regression, classification, cluster analysis, association rule learning, factor analysis, text analysis, recommender systems, network analysis, geospatial analysis
4. Experience of extracting data programmatically via APIs or directly from databases
5. Experience of developing reports and dashboards using Power BI
6. Experience of using SQL Server Management Studio, Azure Data Studio or Visual Studio
7. A degree in a numerate subject