

# Senior Data & Digital Insight Analyst Job Description

**Responsible to:** Transformation Programme Manager, reporting to the Head of Fundraising and Marketing

**Location:** On site, Church Knowle, near Wareham, Dorset, at least 2 - 3 days per week

**Contract:** Fixed Term for 12 months initially with an option to change to a Full Time Contract (37.5 hours per week)

**Salary:** £40,000

## Job Overview



If you would like to be part of a team who is passionate about giving the best possible care to hundreds of rescue animals each year, then we have an exciting opportunity for you! Margaret Green Animal Rescue is a nationally recognised leader in animal welfare, and we have just celebrated our 60<sup>th</sup> Year rehoming over 60,000 animals.

Driven by this success and the passion to do more, the Trustee Board has approved our new five-year strategy aimed at leveraging technology and data to enable sharper insight, and to free up time to focus on increasing the number of animals we rehome through innovative new services. We are looking for an intelligence and insight leader to help us accelerate our evolution.

Someone who can make sense of data, the systems, processes and ways of working to help us achieve an insight led organisation. The role will start with a focus on data and IT transformation; it may evolve over time to encompass wider transformational activity.

You will be working as a key design and implementation lead in our Transformation Programme working alongside the CEO and senior management team to design and deliver the new business intelligence solution. This will be a dynamic evolving role focused on the outcomes defined in the strategy. This is a delivery role where you will help bring the Margaret Green strategy to life.

We need someone to quickly get to grips with our data and to streamline it, so we have a clear view of our performance and the opportunities for improvement and growth. We want to simplify the staff and volunteer experience so that they can focus on animal welfare and rehoming.

We see this as an essential role to connect our ambitious strategy to our operating model and need someone who can cut through the noise and deliver a solution that can make a step change in the animals we adopt and foster, increase the ability and ease of volunteer engagement, and provide meaningful information for our wide range of supporters.

We see data as a key strategic enabler and as such, this role will be pivotal in supporting our overall transformation of the charity and how it operates in the future.



The focus will be on transforming our data led approach to animal rescue; changing processes, applications, ways of working and services so that Margaret Green Animal Rescue makes a step change in intelligence led animal rescue, bringing joy to more animals, families and communities.

## Essential



- At least 3 years' experience leading insight and data strategy in a fundraising, marketing or customer CRM environment.
- Experience backed by continual learning evidence, such as recognised qualification or CPD achieved through membership of the BCS or equivalent
- Current knowledge of data protection and GDPR compliance, with understanding of DPO needs and responsibilities.
- Proven experience in designing and interpreting data analysis and insights to inform strategic decisions.
- A proven track record in effective BI reporting, and process design optimisation.
- Ability to map and align data.
- Ability to engage stakeholders with compelling stories and solutions.
- Passion for animal welfare and a desire to make a tangible impact.
- Project management skills.
- Confident when promoting the work, aims, mission & values of the charity.
- Recognition of the importance of representing the charity in a professional & caring manner.

## Desirable



- Experience in working with direct to public services
- A good understanding of the nuances of working in the charity sector
- Have volunteered for any cause
- Have continued professional development in programme management, transformation, digital and innovation
- Enjoy solving complex problems
- Love the countryside and how that helps wellbeing

## Benefits

- 25 days holiday
- Pension
- Free parking
- Full training given
- Pet insurance discount
- Free access to Employee Assistance Programme

- Build experience with development courses
- Branded uniform provided

## Job Details



As the Senior Data & Digital Insight Analyst, you will work with us for 37.5 hours per week from 8:30am to 5:00pm. We see the role being 40 - 60% on site under direction of the Transformation Programme Manager, Fundraising & Marketing team and working alongside the CEO and Senior Management team. We also have support from a volunteer CTO.

We also believe in continual learning. In this role, there is an opportunity to learn new skills as we operate across a wide range of functions, including online sales, multiple sites, eight retail stores, fundraising and wealth, marketing, public events and learn more about animal welfare. Of course there will also be plenty of fresh air!

Due to the nature of the work and our resources, it may at times be necessary to exceed these hours when we have an increased workload.

We look forward to receiving your application!

