



Insight and Analytics Lead

Job Level	5	Job Reference No:	
		Role Review Date	
Directorate	Fundraising & Supporter Engagement	Function	Data, Insight & Evaluation
Service	Supporter & Marketing Engagement	Reports to	Head of Insight & Analytics

Scale and scope of role

Direct Reports	None	Indirect reports	Up to 3
Budgetary responsibility/ accountability	None	Accountable for other resources	None

Context

We help anyone, anywhere in the UK and around the world, to get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives.

We are part of the Red Cross and Red Crescent global humanitarian network.

Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity, and universality.

Purpose of the role

The Insight and Analytics Lead provides technical leadership in the Fundraising and Supporter Engagement directorate through leading advanced analytics and supporter insight projects, coaching and supervising data analysts, building in-depth domain expertise to provide analytical leadership in key areas for the organisation, collaborating with data engineers in designing analytical data architecture, and representing analytical perspectives in strategic conversations with senior stakeholders.

The role ensures that the organisation can reach its strategic goals

Main responsibilities

Functional Expertise

- Devise and implement segmentations, hypothesis tests and A/B tests in live marketing campaigns to ensure campaign content and spending can be continuously optimised
- Conduct exploratory data analysis to identify previously unknown correlations and to help generate new hypotheses and insights
- Apply best-practice data visualisation principles to create accessible analytical outputs, tailoring the design and functionality to meet the needs of the intended audience.
- Perform complex data manipulations to cleanse, transform and combine large volumes of data, generating datasets that are fit for analysis and reporting
- With expert knowledge, select optimal approaches to building machine learning models to classify and segment millions of supporters, optimise resource allocation and target communications across a range of offline and online channels
- Provide income forecasts to senior stakeholders to shape directorate-level business planning.
- Collaborate with Innovation and Supporter Experience teams to conduct market research
- Assist in the design of surveys and lead on the analysis of survey results

Coaching and Supervision

- Oversee the work of other analysts to define the best approach, quality assure code and outputs, evaluate models and validate recommendations
- Develop documentation, processes and best practice guidance for analysts in the team and agree these with BI&A managers
- Lead inductions for new members of the team and the wider directorate to introduce them to relevant A&I processes.
- Where necessary, deliver internal training to upskill BI&A team members in data science and analytical engineering
- Provide support and expertise to others in analytical/insight roles throughout the organisation

Technical Leadership

- Scope, design and lead analytics and insight projects
- Define, document and embody best-practice in the design, implementation and documentation of analytics and insight

- Contribute to the design and maintenance of technical data architecture that supports the implementation of analytics and insight projects
- Influence and drive best-practice in solution designs, ensuring they meet business requirements and contribute to the organisation's strategic goals
- Act as an expert adviser for other projects that require input on analytical topics
- Represent and present analytical solutions to the relevant governing groups (i.e. the CRM+ Change Advisory Board and Design Authority Board, Data Governance Group etc.)
- Act as the principal analytical contact for given areas of the organisation – providing regular communication of priorities and progress both into and out of the BI&A team
- Build domain expertise in key areas of BRC's work to ensure analytical projects directly contribute to organisational goals
- Lead the selection of appropriate technologies to deliver reliable, scalable, and futureproofed analytics, insight, and reporting solutions
- Proactively drive the implementation of a modern analytics platform as part of the Data Platform strategy
- Proactively identify opportunities to improve business process and lead the creation of compelling business cases for tools, processes and projects that will improve advanced analytics and related business outcomes
- Demonstrate in-depth understanding of relevant data protection legislation and ensure that these provisions are reflected in all of the team's analytical processes

Service Delivery

- Develop and maintain strong collaborative relationships with key stakeholders across the organisation and externally
- Interact with senior stakeholders, and other colleagues across the directorate, to drive understanding of the benefits, and pre-requisites, of advanced analytics.
- Work with business analysts to gain an understanding of business processes, gather stakeholder requirements and identify potential opportunities
- Deliver day-to-day stakeholder management of specific business areas, working with them to implement their strategies through data and insight
- Provide consultancy to key business partners - understanding the business problem and effectively scoping and structuring the analytical approach to solving the problem
- Present and communicate analysis to stakeholders clearly and effectively, particularly where related to resource allocation, planning and budgeting
- Work in an agile way, to be able to autonomously plan your own time to meet regular deadlines
- Work in a matrix with other functions key to the successful implementation and adoption of analytical solutions, including but not limited to: Data, Digital and Technology (DDaT); alongside Data Platform and Engineering and Data Delivery colleagues

Team Membership

- Actively participate in all team meetings
- Support other team members
- Work and behave in accordance with all BRC policies and procedures

- Uphold the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society’s values (inclusive, compassionate, courageous, and dynamic)

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

Pre- engagement checks

Criminal Records Check

Type of criminal record checks required for this role

England and Wales - Disclosure and Baring Service Check (DBS)
> None
Scotland
> None
Northern Ireland
> None

Drivers Checks

> Required - No

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of, age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

Person Specification

		Requirement	Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A)		
			S	I	A
Knowledge and skills	Essential	<ul style="list-style-type: none"> Expert SQL and data manipulation skills - including the ability to treat, integrate and transform data Strong data visualisation skill using tools such as Tableau and Power BI Strong understanding of CRM systems and relational databases as well as high-level design principles of data warehouses and data lakes Strong understanding of statistical theory and its application to testing, forecasting, segmentation, and predictive modelling Able to assess the validity and reliability of analytical models Awareness of data access and security considerations – including data protection legislation Ability to explain complex outputs to non-technical stakeholders and pitch explanations according to stakeholders' goals and backgrounds Able to manage stakeholders' expectations and be flexible, capable of proactive and reactive communication and facilitating difficult discussions within the team or with diverse senior stakeholders 	S S S	I I I I I	A A A A A
	Desirable	<ul style="list-style-type: none"> Strong knowledge of a scripting language, such as Python, and core analytical libraries Knowledge of the charity sector, mass engagement, direct marketing and digital marketing Knowledge of market research techniques Good knowledge of web analytics (including platforms such as Facebook and Google Analytics) Knowledge of project management techniques Awareness of approaches to developing and maintaining analytical projects (e.g. source control, dependency management, code review) 	S	I I I I	
Experience	Essential	<ul style="list-style-type: none"> Demonstrable experience of scoping, delivering, documenting and maintaining analytics and insight projects in a similar environment Proven experience of effectively managing projects, using both waterfall and agile approaches - prioritising, assigning, and managing tasks within a team of analysts Working with large datasets (100s of features and millions of records) to build analytical outputs Working with non-technical stakeholders to gather requirements for analytical projects Presenting the outputs of complex analytical projects to senior stakeholders and operational staff. 	S S	I I I I	A
	Desirable	<ul style="list-style-type: none"> Creating analytical pipelines and models using Python (or equivalent languages) Using version control and CI/DC tools (e.g. Git, DevOps) 	S	I	

		<ul style="list-style-type: none"> • Experience using Azure analytical tools, such as Databricks, Data Factory, Synapse and Azure Machine Learning • Experience using external market research data/tools – particularly Experian Mosaic and YouGov 	S	I	
			S	I	
Additional requirements	Essential	<ul style="list-style-type: none"> • Ensures inclusive practice and promotes diversity • Ability to occasionally work beyond normal office hours 		I	
	Desirable				

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act) who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.