# Job Profile

Job Title: Data Selections Analyst

Directorate: Fundraising, Marketing, Digital and Influencing

Reports To: Data Selections Manager

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: March 2025

## Overall Role Purpose

The Data Selections Analyst helps people with sight loss to live the life they choose by delivering all data selections for fundraising and marketing communications activity across the organisation, as part of the Customer Experience Data team.

The role maximises the quality of data analysis to all fundraising teams to ensure delivery of progressive fundraising activity. To provide informed, clear and well-articulated interpretation of all data analysis and recommend possible courses of action to allow fundraisers to make informed choices and maximise opportunity on all income related activity.

## Key Responsibilities

* Deliver data selections that comply with the Data Protection Act and other relevant legislation and adhere to internal data contact strategies to ensure appropriate delivery of communications to all Guide Dogs stakeholders and ensure fundraising deliver net income.
* Work with various teams across the organisation to understand their communication requirements and associated goals. Ability to translate into clear, concise data delivery that will maximise the required outcome
* Maintain a suite of key performance indicators, including interpretation and recommendations to fundraising managers to inform performance and value of the fundraising product portfolio.
* To present data analysis findings in a comprehensive manner including recommendations.

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: None

Number of Indirect Reports: None

Number of Volunteers Supervised: None

### Financial Accountability

Annual Income Accountability: None

Assets Managed: None

Budget Accountability: Part of a team that provides data extracts for Guide Dogs, contributing to multi-million-pound income targets.

# Application of this Job Profile

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies
* Promote the vision and values of the organisation
* Engage in continuous personal development

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

# Working at Guide Dogs

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

# Person Specification

## Education/Qualifications

#### Essential

* Appropriate higher level qualifications in numeracy and literacy (‘A’ level or above), or appropriate experience

#### Desirable

* Appropriate higher level qualifications in statistics or computer science (‘A’ level or above)

## Job-Related Experience

#### Essential

* Proven relevant experience in interrogating and manipulating data
* Experience of working with a large and/or complex data set and good understanding of relational databases
* Clear and competent when presenting technical data to a non-technical audience

#### Desirable

* Experience of deriving and sharing recommendations or conclusions from data analysis
* Experience of working to detailed process notes for some tasks
* Charity sector experience

## Knowledge

#### Essential

* Understanding of and ability to query relational databases
* SQL and advanced MS Office skills in particular advanced Access and Excel
* Experience of direct marketing principles and techniques

**Desirable**

* Experience of data analysis methods and their application
* Experience with Microsoft Power BI
* Good working knowledge of statistical packages, preferably Apteco FastStats or equivalent
* Knowledge of direct marketing terminology such as segmentation, ROI, response rate etc.
* Up to date knowledge and awareness of GDPR and charity regulatory environment
* Understand the secure transfer of data and significance of data security

## Skills and Competencies

#### Essential

* A creative and analytical approach to problem solving
* Good time management and prioritisation skills with and ability to switch between tasks as required
* Logical mindset
* Ability to understand requirements and translate into clear, concise technical data specification and visa versa
* Great organisation skills, highly numerate and literate

#### Desirable

* Proactive approach to tackling assigned tasks
* Excellent communication skills both verbal and written

## Behaviours

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen, and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

## Safeguarding

If the role does or may involve working with children, young people or vulnerable adults, or supervising those that do, we’ll also be assessing ‘safeguarding competencies’ as part of the process. These are:

* Appropriate motivation to work with vulnerable groups;
* Emotional awareness;
* Working within professional boundaries and self-awareness; and
* Ability to safeguard and promote the welfare of children, young people and adults and protect from harm.

## Mobility

Very occasional travel will be expected which could be UK wide. The post holder may also be required to represent the organisation at various industry meetings and conferences as required.

## Job Group (internal use only)

This role has been evaluated as a Specialist Professional, please [follow this link](https://guidedogs.sharepoint.com/:w:/g/ETDrr9U4YzdHsA3S7CHSc9EBZy3LbOI0ioxx7UHaXzT37w?e=XIwfCW) to view the salary band.

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