

Job Description for Data & Insight Analyst

Job title:	Data & Insight Analyst
Job summary:	A processing, analytical and development role tasked with data and insight management across the organisation. The Data & Insight Analyst will interrogate client data and make highly intelligent supporter selections, essential for optimising income from fundraising campaigns. They will also lead on agency-wide data insight, data product development and take responsibility for data-protection compliance.
Location:	Flexible. A remote/homebased position with a small amount of office or face-to-face time expected for employees local to Brighton.
Reporting to:	Business Director
Direct reports:	None

This Job Description is not intended to be restrictive and should be taken as the current representation of the nature of the duties involved in the job and needs to be flexible to cope with the changing needs of the position.

Contact with other team members

Internal:	Managing Director, Business Director, Account Director, Finance Director, Accounts Teams, Copywriter
External:	Clients and client representatives, freelance data analysts and printers.

Roles and Responsibilities

Data processing and insight = 65%	<ol style="list-style-type: none"> 1. Manage the data-processing function from initial data export to data anomalies all the way through to completion of printer-ready mailing files: <ul style="list-style-type: none"> * Work with the accounts team to develop data schedules to ensure campaigns are delivered on time. * Manage external data agencies to secure, for example, doordrop availability and insert space for cold recruitment campaigns. 2. Manage the data-processing and management function for Pebblebeach's marketing activity. 3. Lead the agency's data insight function to optimise fundraising campaign performance: <ul style="list-style-type: none"> * Produce intelligent, informed and considered supporter-data selections for Pebblebeach's clients. * Lead the presentation of data insight to the agency's clients. 4. Manage all data-processing administration:
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	<ul style="list-style-type: none"> * Update, manage and review data processing documents, such as the data-export brief. * Regularly review data processing procedures. * Ensure that all data files are correctly stored and maintained on OneDrive and/or the server. * Maintain a complete, accurate file of all work. <p>5. Visit clients/prospective clients where needed for planning, data briefs, data presentations, new-business meetings or pitches.</p>
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<p>Data insight development = 20%</p>	<p>1. The Data & Insight Analyst is tasked with all aspects of data insight development:</p> <ul style="list-style-type: none"> * Manage the evolution of existing data products and services, such as the Individuals Data Analysis (IDA). * Manage the development and creation of all new data products and services.
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<p>Data Protection = 15%</p>	<p>1. Act as Data Protection Lead for Pebblebeach:</p> <ul style="list-style-type: none"> * Ensure the organisation is data-protection compliant. * Ensure data-processing agreements are in place with all sub-processors including external data analysts and printers. * Assist and resolve ad hoc data-protection queries from the Pebblebeach team and clients. * Conduct monthly data audits and securely delete data in a timely manner as per Pebblebeach's data-deletion schedule. * Manage Pebblebeach's quarterly password-change policy. * Log, assist and investigate data-security incidents and data breaches. * Regularly review, at least annually, core data-protection documentation and organisation-wide DP processes and procedures. * Lead data protection training across the organisation.
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<p>Touchpoints with the Pebblebeach Team</p>	<p>Weekly catch-ups with the Business Director.</p> <p>Monthly catch-ups with the Managing Director.</p> <p>Regular catch-ups with the Account Director/Accounts team/individual team members as required.</p>
<p>Dimensions and limits of authority / influence</p>	<p>The Data & Insight Analyst will report to the Business Director.</p> <p>The Data & Insight Analyst will work closely with the Account Director and must ensure that all supporter-data selections are discussed and approved by the Account Director before going to the client.</p> <p>The Data & Insight Analyst will work to the Business Director and with the Managing Director on all data-development projects.</p> <p>The Data & Insight Analyst does not have expenditure authority without the express approval from either the Managing Director or Business Director.</p>
<p>Working conditions / environment</p>	<p>Remote/homeworking with a small amount of office or face-to-face time expected for local employees.</p> <p>Will be required to occasionally attend client visits across the UK, ROI and/or overseas.</p> <p>Will be required to work out of office hours when needed.</p>
<p>Other duties</p>	<p>To undertake any other duty within your ability and within reason, as may be required from time to time, at the direction of your line manager.</p>
<p>Confidentiality</p>	<p>The Data & Insight Analyst is required to keep all information related to work confidential. This applies to all information about Pebblebeach as well as Pebblebeach's clients.</p>
<p>Equal opportunities</p>	<p>Pebblebeach is an equal opportunities employer. We actively welcome applications from under-represented groups within fundraising and the charity sector.</p>
<p>Data Protection and GDPR</p>	<p>The Data & Insight Analyst should be confident of the requirements of the Data Protection Act + the UK GDPR and follow codes of best practice to ensure appropriate action is taken to safeguard confidential information for Pebblebeach's clients.</p>
<p>Health and Safety</p>	<p>You are required to take reasonable care for your own health and safety and that of others who may be affected by your acts or omissions and you should ensure that statutory regulations, policies, codes of practice and safety and good house-keeping rules are adhered to.</p>