

Person Specification for Data & Insight Analyst

Person specification

Education/qualifications, job-related experience, knowledge, skills and competencies required

Education/Qualifications

Essential

- Industry experience in marketing/fundraising/the charity sector

Desirable

- Degree-level education in marketing/fundraising/the charity sector
- An advanced data processing/management qualification

Job-related Experience

Essential

Experience of/in:

- manipulating and processing complex data sources
- analysing supporter/customer data and making selections for marketing/fundraising communications
- creating systems for processing and analysing data
- project management
- direct marketing/direct mail

Desirable

Experience of/in:

- individual giving fundraising
- working with or for charities
- data protection management
- database management
- working for an agency

Knowledge

Essential

Knowledge of:

- direct marketing/mail principles
- data management and manipulation
- a broad range of analysis, both quantitative and qualitative
- MS Office, in particular Access, Excel and Power BI or equivalent advanced software

Desirable

Knowledge of:

- fundraising
- the Data Protection Act/UK GDPR
- database management
- statistical packages, such as Fast Stats and PeopleStage.

Skills and Competencies

Essential

- Excellent numeracy, statistical, analytical and insight skills
- Excellent IT proficiency across MS Office
- Excellent written and spoken English
- Excellent communication skills, both written and verbally
- Capable of clearly and eloquently presenting technical data to a non-technical audience
- Able to interpret and produce statistical reports
- Strong organisational and project-management skills with the ability to manage tasks simultaneously
- Able to deliver on deadlines, maintaining accuracy and attention to detail

- Able to work independently/remotely with flexibility whilst remaining part of the team
- Able to interact and collaborate effectively to support colleagues
- A team player who responds positively to change
- To be professional, presentable and credible when representing Pebblebeach
- To work flexible hours in order to accommodate the needs of clients
- Responsible for management of own diary and workload