

Job Description & Person Specification

Last updated: 04 September 2019

JOB DESCRIPTION

Post title:	Data Insight Analyst		
School/Department:	Office of Development and Alumni Relations (ODAR)		
Faculty/Directorate:	Engagement and Advancement		
Career pathway:	Management Specialist and Administrative	Level:	4
Job family (*ERE):	N/A		
Post title of Line Manager:	Head of Analytics and Data		
Post title(s) responsible for:	None at this time		
Post base:	Office-based		

Job purpose
<p>The role will deliver insight and analysis to guide critical business decisions that underpin daily work and strategic decision making that will guide how the University prepares and delivered the next £100 million fundraising campaign.</p> <p>As well as providing accurate and timely data to ensure business decisions are made on strong and robust data based evidence, the postholder will thrive in analysing the effectiveness of the activities within the fundraising and engagement programme.</p>

Key accountabilities/primary responsibilities	% Time
<p>1. <u>Data insight – analysis and reporting</u></p> <p>Design, deliver, review and improve a series of reports to track progress and performance throughout the year of key fundraising and engagement programmes, making suggestions on how to enhance programmes.</p> <p>Automate or design complex reports with multiple variables across multiple tables using variety of reporting tools – and consider implementing a data warehouse to improve reporting functionality.</p> <p>Responsible to provide detailed analysis to support business direction, which may include appeal analysis, data modelling and data mining to support for Prospect Research, presenting complex data in easy to understand ways,</p> <p>Perform detailed manipulations and analysis of information to identify trends across constituent groups to drive day to day activity as well as strategic decisions about future activities.</p> <p>Present report findings in a tailored and useful way, delivered with an understanding of the complexity required by the commissioner.</p>	75 %

Key accountabilities/primary responsibilities		% Time
2.	<p><u>Data Management</u></p> <p>As a specialist for Raiser's Edge, or similar CRM databases, ensure data is accurate and effectively collected, recorded and managed to enable high level insight activity to be effective.</p> <p>To ensure all activity is conducted in a compliant manner, acting as an ambassador to promote the effective use of data held in the database.</p> <p>To support the requirements gathering/implementation for potential future CRM upgrade or interface.</p>	10 %
3.	<p><u>Culture of customer support</u></p> <p>To work with the Head of Insight and Data to prioritise workloads in order to provide support to all elements of ODAR where insight will drive activity and success.</p> <p>To embody best practice for following well-constructed and efficient processes to ensure maximum efficiency</p> <p>To contribute to the highly skilled and motivated team to deliver strategic objectives and instilling best practice across ODAR.</p> <p>To contribute to the guidelines/manuals for effective data management.</p>	10 %
4.	Any other duties as allocated by the line manager following consultation with the post holder. For example, communicating to report commissioners insight findings, planning and organising workloads in collaboration with the line manager, contributing to database training sessions	5 %

Internal and external relationships
<p>Director, line manager and staff within Development & Alumni Relations</p> <p>Vice-Chancellor, Senior Management, Faculties and Professional Services at all levels</p> <p>Donors and supporters of the University</p> <p>Internal and external suppliers</p>

PERSON SPECIFICATION

Criteria	Essential	Desirable
Qualifications, knowledge and experience	<p>Skill level equivalent to achievement of HND, Degree, NVQ4 or basic professional qualification</p> <p>Demonstrable experience of working with large and complex relational databases in a sales, fundraising, or marketing focused team.</p> <p>Experience of using software to present and interpret information in reports, graphs and charts and to perform statistical calculations.</p> <p>Able to apply an awareness of principles and trends in a specialist or professional field and an awareness of how this affects activities in the University.</p> <p>Experience of analysing data to develop insight to inform decision making, process changes, strategies or activities.</p> <p>Proven experience of writing SQL queries to update, delete, import and extract information from databases.</p> <p>Experience of data handling, security and data protection when transmitting information across networks.</p>	<p>Experience of working with fundraising or CRM databases.</p> <p>Familiarity with Higher Education.</p> <p>Proven project management skills.</p> <p>Able to apply experience and awareness within specialist field.</p> <p>Able to appreciate University priorities and to apply these in managing work outcomes.</p> <p>Able to demonstrate an awareness of the theory and practice of fundraising and advancement, and an ability to use this to tackle broad University priorities.</p> <p>Experience of managing system changes and live implementation within large and complex databases, including managing user acceptance testing.</p> <p>Able to identify development requirements, lead and deliver system changes and enhancements</p> <p>Demonstrate commitment to maintaining professional knowledge and awareness through continuing personal and professional development.</p>
<u>Our Southampton Behaviours*</u>	Able to apply and actively promote equality, diversity and inclusion principles to the responsibilities of the role.	Demonstrate the Southampton Behaviours and work with colleagues to embed them as a way of working within the team.
Management and teamwork	<p>Able to proactively work with colleagues in other work areas, within the team and relevant associated areas within the University, to achieve outcomes.</p> <p>Confident to offer advice and able to engage with colleagues to achieve goals.</p> <p>Able to formulate development plans to meet required skills.</p>	Able to provide expert guidance and advice to colleagues to resolve complex problems.
Planning and organising	Able to bring fresh ideas to help solve problems and think laterally to address data management and retrieval problems.	

	<p>Well organised and self-motivated.</p> <p>Excellent at working to tight deadlines.</p> <p>Able to respond to spontaneous requests from senior managers and re-prioritise workload.</p> <p>Able to operate independently when required.</p> <p>Exceptional levels of accuracy and attention to detail.</p>	
Problem solving and initiative	<p>Able to demonstrate a questioning mind and the ability to solve problems in a creative and logical way.</p> <p>Experience of using analytical skills to understand problems and recommend solutions.</p> <p>Strong numerical reasoning.</p> <p>Able to develop understanding of long-standing and complex problems and to apply professional knowledge and experience to solve them.</p> <p>Able to address problems in pressurised, time restricted environments.</p> <p>Committed to meet and exceed personal and team targets.</p> <p>Able to independently organise own workload and prioritise multiple tasks.</p> <p>Able to recognise the impact of own activities on the workload of others.</p>	<p>Able to identify broad trends to assess deep-rooted and complex issues.</p> <p>Able to apply originality in modifying existing approaches to solve problems.</p> <p>Confident to challenge existing work practices and offer ideas for change.</p>
Communicating and influencing	<p>Able to provide clear specialist guidance on complex issues.</p> <p>Able to develop understanding and achieve cooperation.</p> <p>Able to offer appropriate proactive advice and guidance on specialist procedures.</p> <p>Able to explain, report and present complex information in an easily-understood form.</p> <p>Confident and concise at presenting information.</p> <p>Able to deal with sensitive information with integrity and in a confidential manner.</p>	<p>Able to persuade and influence in order to foster and maintain relationships.</p>
Special requirements	<p>Highly IT literate including knowledge of databases and web technology.</p>	<p>Experience of using the database Raiser's Edge or other Blackbaud CRM product.</p>

	Proven experience of working with large data sets and relational databases.	
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***Our Southampton Behaviours**

Collegiality is a core principle at the University and sits at the heart of everything we do.

JOB HAZARD ANALYSIS

Is this an office-based post, with routine hazards?

Yes	This is an office-based post with routine office hazards (eg: use of VDU), no further information needs to be supplied. Do not complete/remove the section below.
<input type="checkbox"/> No	This is an office-based post with some non-routine hazards (eg: contact with the public and/or shift work). Please complete the analysis below.
<input type="checkbox"/> No	This is a non office-based post and has some hazards. Please complete the analysis below.

HIRING MANAGER

Please complete this section as accurately as possible to ensure the safety of the post-holder.

ENVIRONMENTAL EXPOSURES	Occasionally (<30% of time)	Frequently (30-60% of time)	Constantly (> 60% of time)
Outside work			
Extremes of temperature (eg: fridge/ furnace)			
## Potential for exposure to body fluids			
## Noise (greater than 80 dba - 8 hrs twa)			
## Exposure to hazardous substances (eg: solvents, liquids, dust, fumes, biohazards). Specify below:			
Frequent hand washing			
Ionising radiation			
EQUIPMENT/TOOLS/MACHINES USED			
## Food handling			
## Driving university vehicles(eg: car/van/LGV/PCV)			
## Use of latex gloves (prohibited unless specific clinical necessity)			
## Vibrating tools (eg: strimmers, hammer drill, lawnmowers)			
PHYSICAL ABILITIES			
Load manual handling			
Repetitive crouching/kneeling/stooping			
Repetitive pulling/pushing			
Repetitive lifting			
Standing for prolonged periods			
Repetitive climbing (ie: steps, stools, ladders, stairs)			
Fine motor grips (eg: pipetting)			
Gross motor grips			
Repetitive reaching below shoulder height			
Repetitive reaching at shoulder height			
Repetitive reaching above shoulder height			
PSYCHOSOCIAL ISSUES			
Face to face contact with public			
Lone working			
## Shift work/night work/on call duties			

- HR will send a full PEHQ to all applicants for this position. Please note, if full health clearance is required for a role, this will apply to all individuals, including existing members of staff.