CHOOSE LOVE

Job Title: **Data Analyst, Comms**
Reports to: Digital Strategist
Location: London - We have hybrid working practices in place, with minimum three days per week in the office.
Contact: Permanent - 37.5 hours per week

About Us

Choose Love supports refugees and forcibly displaced people across the world, making sure they have what they need, when they need it. The support we provide ranges from lifesaving search and rescue boats, to hot, nutritious food, clothes and legal advice. We're a small, agile and ambitious team who are powered by our vision of a world that chooses love and justice every day for everyone.

Summary of Role

We are looking for someone to join Choose Love who has demonstrable experience in designing, setting up and maintaining a user-friendly and efficient supporter database and who has a deep commitment to positively impacting the lives of displaced people around the world. The successful candidate will also have strong analytical skills and be passionate about understanding trends and patterns from our donations, which can help us increase our fundraising efforts.

Key Responsibilities

Data Collection, Management and Analysis:

- Maintain and oversee all Choose Love data, ensuring all data is accurate, up-to-date and clean.
- Work with the digital strategist and head of communications to scope and assess the most effective and efficient ways for Choose Love to collect, process, analyse, and report on data, feeding it into the mid and long-term strategy.
- Work closely with external suppliers, leading on data management and systems.
- Support finance team and digital strategist in tracking donations to key fundraising appeals, including emergency fundraisers and winter fundraising campaigns.
- Manage data flows across our different platforms and support the implementation of automation processes where appropriate.
- Work closely with departments across the organisations, specifically Comms & Marketing, Partnerships and Programmes and respond to internal requests for fundraising data analysis and reporting.

- Create monthly reports on fundraising performance across comms activities to share with the team and embed best practices in future fundraising content.

Fundraising and Donor Optimisation:
- Work with digital strategists to optimise fundraising communications and reporting.
- Integrate data analysis into digital fundraising strategy.
- Analyse the performance of fundraising campaigns and recommend improvements.
- Segment audiences for fundraising campaigns based on various criteria (e.g., donation history, demographics) through managing datasets.
- Develop predictive models to forecast future donations and help identify potential major donors.
- Use data to tell compelling stories that resonate with donors, supporters, and the public.

Continuous Learning and Compliance:
- Stay up-to-date with data analytics tools, techniques, and best practices to enhance your skills and contribute effectively.
- Ensure that data handling practices comply with data protection regulations (e.g., GDPR)
- Be mindful of ethical issues related to data usage, especially when dealing with sensitive information about displaced people.

Essential Criteria:
- Extensive experience with different database systems and knowledge of data maintenance
- Demonstrable knowledge of Microsoft Excel to an advanced level
- Proficient in data analysis tools with extensive experience of cleaning, manipulating, and analysing data effectively
- Understanding of statistical concepts to draw meaningful insights from data and to assess the effectiveness of fundraising campaigns and support programs
- Experience creating clear and informative data visualisations (e.g., graphs, charts, dashboards)
- Excellent communication skills and the ability to explain complex data findings to non-technical stakeholders and collaborate effectively with team members
- Ability to identify problems, design analytical approaches, and propose solutions to enhance fundraising and support efforts
- Project management skills to plan and prioritise tasks, meet deadlines, and ensure the successful execution of data analysis projects
- Understanding of data ethics and the ability to develop ethical data collection and usage policies
- Skills in data mining to uncover hidden patterns and trends within datasets can provide deeper insights
- Knowledge of an organisation's data obligations under GDPR
- Ability to learn new skills independently
- Ability to work in a fast-paced environment and manage competing priorities
- Open to feedback and enjoys working in a small and collaborative team environment

- Commitment to Choose Loves values and working to improve the lives of refugees and displaced people around the world
- Committed to embedding an equality, diversity and inclusion lens in all your work

Desirable Criteria
- Experience in gathering and analysing data for development and/or humanitarian programmes

Application Process
- The job advert will close by noon **Wednesday, July 17, 2024.**
- Interviews will take place on the week commencing 22nd July 2024.

How to apply

Interested candidates are invited to apply by sending their CV and a cover letter stating how they meet the role's criteria to people@choose.love by 12 p.m. **Wednesday, July 17, 2024.**

Pre-employment checks

Employment with Choose Love will be subject to the following checks before your start date:

- a satisfactory Disclosure and Barring Service (DBS) check
- receipt of two satisfactory references

Choose Love is committed to building an inclusive and diverse organisation and welcomes applications from all sections of the community. If you need us to make an adjustment or provide additional support as you apply for a role, please email people@choose.love to discuss this in further detail.

Salary

£38,000 to £42,000