

# Data Analyst



**Weston  
Park**

Cancer Charity

Together at every step.

## Working here

|                         |  |
|-------------------------|--|
| <b>Position:</b>        | Data Analyst – Grade 6   |
| <b>Reporting to:</b>    | Head of Finance & Resources  |
| <b>Responsible for:</b> | N/A  |
| <b>Job location:</b>    | Primary base Weston Park Cancer Charity Hub, Whitham Road or Weston Park Cancer Support, Northumberland Road, Sheffield.<br><br>Event site working as required across South Yorkshire.                           |
| <b>Hours:</b>           | 30 hrs per week<br><br>This post will include some weekend and evening work throughout the year. The charity offers an excellent Time In Lieu policy and/or pay for events outside of your normal working hours. |
| <b>Salary:</b>          | £34, 954- £38, 777 Pro Rata (Our Policy is to recruit at the bottom of the salary band, unless significant relevant experience can be demonstrated)  |
| <b>Contract length:</b> | Permanent  |

## What we do

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For one in two of us, cancer will change everything.

When it does, so can we.

Weston Park Cancer Charity is here to face cancer with you. Our services, advise and support are for you and the people close to you, helping everyone to live with and beyond cancer. The funds we raise also support vital, pioneering research and clinical trials led by the exceptional medical experts at Weston Park Cancer Centre. It's our job to care in every sense for our patients and their families. Our help is free, and we're here for you, together every step.

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## What you do

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### Main purpose of post

This role will lead on the development and implementation of an integrated data strategy for the charity, working collaboratively with all departments to understand their data needs and supporting the use of data to improve performance and maximise our impact.

As a Data Analyst, you will be responsible for ensuring the accuracy and integrity of our data systems and processes, as well as extracting key insights and identifying trends to inform decision-making and drive organisational growth.

You will provide our teams with insightful reporting and data analytics using internal and external data across marketing, donor and operational activity, to optimise our fundraising activity and increase income.

This role is integral to ensuring there is consistency in the way the charity collects and processes data and will be the first point of contact for advice and guidance for data issues. You will be responsible for developing a training programme to support database users to become competent day-to-day users and will deliver further training on specific aspects of the data management systems when required.

Your work will be a mix of direct support to our fundraising and delivery teams, improving and adapting our CRMs and data management systems, leading on improvement projects, and producing high quality analytics to demonstrate impact and support strategic planning.

### Key Responsibilities

#### Database Management & Information Governance

- Undertake the role of Systems Administrator for the charity CRMs and data management systems, responsible for global updates and high-level administration functions.
- Manage and maintain the Fundraising Team CRM system (currently Raisers Edge) and the Services Team CRM (currently File Maker Pro) to ensure they are a reliable source of supporter and patient data.

## Data Analyst (Grade 6)

- Liaise with the CRM developers to stay abreast of software developments and attend training sessions to be updated on best practise for its use.
- Work with CRM users to ensure data management best practice is being adhered to and provide support and guidance when required.
- Investigate and correct data inconsistencies, missing or incomplete data and duplicate records to ensure the CRM produces consistent results and information.
- Work closely with the Head of Fundraising and the Data Protection Lead to ensure that data is processed in a way that is compliant with official registers: the Fundraising Regulator, the ICO, telephone preference services (TPS), mailing preference services (MPS) and other legislative/best practice requirements.
- Manage data consent, privacy and compliance with GDPR regulations across all data management systems.
- Maximise opportunities to grow our database of supporters using digital and other data collection methods, leading on compliance with appropriate consent processes and engaging and supporting colleagues involvement.

## Data Insight

- Liaise with fundraisers to fully understand their objectives and data requirements for appeals, communication with donors and event planning.
- Liaise with the Services Team to implement reporting methods that provide insights showing use of services, client demographics and referral patterns to inform service development and budget decisions.
- Support fundraising campaigns with data analysis and reporting to improve donor retention and income generation.
- Generate regular reports and visualisations for internal and external use to demonstrate the impact of our fundraising and services.
- Work collaboratively with our Fundraising, Marketing and Event teams to evaluate campaign performance and provide data-driven insights and recommendations for improvements.
- Lead the wider team to develop high quality and insightful KPI reports and analysis for each area of the charity.
- Lead the compilation of our annual report data to provide a comprehensive account of the charity's performance and impact over the past year.

## Systems Development

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## Data Analyst (Grade 6)

- Create user-friendly processes that allow the team to easily submit and retrieve data from the charity's data management systems and CRMs.
- Design information systems and analytical tools for impact reporting purposes to inform service delivery, strategic thinking and new ways of working.
- Lead an evaluation of our current donation and marketing online platforms to identify opportunities to simplify the donor journey and enhance donor engagement.
- Identify and implement opportunities for automation and integration of systems across departments to streamline the data collection process.
- Maintain knowledge of technological developments, staying up to date with emerging trends and making recommendations for innovative process improvements.
- Lead the scoping and commissioning of new CRMs and data management systems and lead the implementation process, including accurate transfer of data between systems.

## Financial & Technical Accounting

- Collaborate with the Finance Team to provide analysis of trends, and annual performance activity to support the monthly financial reporting pack and enable evidence-based decision making.
- Collate information to assist the Finance Team with increasing the value of donations through the recovery of income tax under the gift aid scheme.
- Provide the Finance Team with data analysis and insights to support the annual and three-year budget planning process.

## Training Others

- Provide comprehensive in-house training to new and existing staff members to ensure consistent data recording processes are followed.
- Monitor data quality standards and address areas which need attention with additional training or support.
- Ensure data protection policies are followed and provide guidance to staff on the Data Protection Act and requirements for storing sensitive information.

## Other

- Attend and contribute to team meetings and 'away days' and be an active, invested member of our team.
- Ability and willingness to travel throughout the region to attend charity fundraising events and outreach services.

## Data Analyst (Grade 6)

- Able to work flexibly, including working in the evenings and at weekends.

### General Responsibilities:

Every employee is required to:

- Adhere to, and comply with, organisational policies, procedures and guidelines at all times.
- Take all reasonable steps to manage and promote a safe and healthy working environment which is free from discrimination.
- Comply with the organisational policy on confidentiality, and the General Data Protection Regulations
- Respect the confidentiality and privacy of donors, guests and staff at all times.
- Maintain a constant awareness of health, welfare and safety issues affecting colleagues, patients, volunteers, visitors and themselves.
- Participate in personal and organisational training and development and performance framework meetings.

The above is not an exhaustive list of duties, and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

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## Who you are

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We are seeking a highly motivated individual who shares our values to join Weston Park Cancer Charity's busy charity team. Our Data Analyst will play a vital part in our team and help us to deliver our vision: a better life for those living with, and beyond, cancer in our region. If you are interested in progressing your career within an organisation which makes a real difference to the lives of thousands of people, we'd love to hear from you.

### About you:

- You will be a forward thinking, team player with a 'can do' attitude & part of a fast-paced charity team.
- You will have excellent communication skills (both written and verbal).
- Able to manage your own workload and priorities to agreed deadlines.

- Participate in and contribute to team meetings.
- Co-operate and liaise with colleagues, working in a professional manner at all times.
- Act as an ambassador for Weston Park Cancer Charity, reflecting the objectives and values, and to always work in the best interests of the charity.
- Support and encourage harmonious internal and external working relationships.
- Make a positive contribution to volunteer involvement in delivering the charity's strategy and raising the profile of Weston Park Cancer Charity.

### Our Total Rewards Package

Our Total Rewards Package is the result of staff feedback and best practice across the charity, public and private sectors. Some of our key benefits, depending on eligibility, include:

- 27 days (plus bank holidays) annual leave
- Option to purchase additional five working days per year
- Westfield Health level 4 coverage
- 12 weeks maternity leave at 100% pay and an additional 6 weeks at 50%
- Up to 2 weeks full paternity pay
- NHS benefits
- Hybrid working
- A minimum 4% employee / 6% employer contribution through our Auto Enrol private pension scheme. \*Tax relief is automatically claimed for the staff member.
- Death in service cover

### Person Specification

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#### Methods of Assessment:

A = Application

I = Interview

R = References

T = Test/Presentation

|  | Essential | Desirable | Assessment |
|--|-----------|-----------|------------|
| <b>QUALIFICATIONS</b>  |           |           |            |
| Educated to degree level or equivalent in Data Science, Statistics or a related field                                    |           | √         | A/I        |
| Competent driver with a full clean driving license   |           | √         | A/I        |
| <b>EXPERIENCE, KNOWLEDGE, SKILLS &amp; ATTRIBUTES</b>  |           |           |            |
| 2+ years relevant experience of data analysis and reporting techniques   | √         |           | A/I/R/T    |
| Previous or current experience in a data management role at a fundraising charity  | √         |           | A/I/R/T    |
| Experience of leading CRM or database improvement projects with demonstrable positive outcomes                           | √         |           | A/I/R/T    |
| Experience of commissioning and implementing new data management systems   | √         |           | A/I/R/T    |
| Proficiency in Raiser's Edge or similar fundraising CRM system   | √         |           | A/I/R/T    |
| Proficient in use of MS Office applications, with advanced knowledge of Excel  | √         |           | A/I/R/T    |
| Experience of using data visualisation and reporting platforms, such as Power BI and Tableau                             |           | √         | A/I/R/T    |
| Strong accuracy and numeracy skills, with meticulous attention to detail.  | √         |           | A/I/R/T    |
| Demonstrable experience of implementing a data system training programme   |           | √         | A/I/R/T    |
| Experience of writing and implementing policies and procedures   | √         |           | A/I/R/T    |
| Understanding of data management principles  | √         |           | A/I/R/T    |
| Knowledge of GDPR and Data Protection Act  | √         |           | A/I/R/T    |
| Knowledge of IT systems and IT supplier contracts  | √         |           | A/I/R/T    |
| A keen problem solver, who can adapt to organisational priorities, to ensure the effective utilisation of data resources | √         |           | A/I/R/T    |
| Ability to build and maintain strong working relationships with others and work as part of a team.                       | √         |           | A/I/R/T    |
| Excellent written and verbal/presentation communication skills   | √         |           | A/I/R/T    |



|  |   |   |         |
|--|---|---|---------|
| Strong organisational skills, with the ability to prioritise in a fast-paced environment | √ |   | A/I/R/T |
| Compassionate and committed to the values of Weston Park Cancer Charity                  | √ |   | A/I/R/T |
| Flexible and acts with a 'can do' attitude to change                                     | √ |   | A/I/R/T |
| Can maintain confidentiality and act in a professional and respectful manner             | √ |   | A/I/R/T |
| An understanding and appreciation of the workings of the charity sector                  |   | √ | A/I/R/T |
| Willingness to work outside of office hours as required                                  | √ |   | A/I/R/T |

## How to apply

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**Closing date:** Monday 25<sup>th</sup> March 2024 @ 9am

**Interview date:** 1<sup>st</sup> Interviews- w/c Monday 1<sup>st</sup> April 2024

**Application format:** Please send a CV and covering letter demonstrating that you have read the job description / person specification and how you meet the essential and (where relevant) desirable criteria for this role. This can include skills, training, membership of professional bodies and experience. The covering letter will form a key part of the recruitment process and you should demonstrate your suitability for the role in no more than two pages.

Weston Park Cancer Charity is committed to promoting equality of opportunity and values diversity of culture among our staff. All applications are anonymised as part of the selection process, so please do not forward any documents in PDF format.

**Apply to:** [HR@wpcancercharity.org.uk](mailto:HR@wpcancercharity.org.uk)