MISSION WITHOUT BORDERS

Job Title: **Data and insights Analyst**

Location: Remote

Hours: Part time, 3 days per week (some irregularity in hours expected)

Travel: The role will occasionally require international and domestic travel which may be undertaken outside normal working hours

Responsible to: Chief Marketing and Fundraising Officer (CMFO)

Line Management: None

Key Reporting Relationships

- International Fundraising and Communications Team
- Digital, Salesforce and IT Team
- Affiliate Directors
- International Executive Team

Other Key Relationships:

- Field country directors
- Field communications teams
- Members of International Board

Job Purpose

Availability and usage of data and insights are critical to Mission Without Border's team effort to succeed in fundraising growth. The Data and Insights Analyst will play a pivotal role in strengthening MWB's evidence base decision making, driving continuous improvement, and enhancing capacity to generate meaningful insights to drive Marketing and Fundraising strategy and delivery. You will be responsible for turning complex datasets into clear, actionable recommendations that improve supporter acquisition, engagement, segmentation and donor journeys to increase fundraising performance, and program impact.

Key Responsibilities

- **Data Analysis & Reporting:** Collect, clean, interrogate and validate datasets using statistical methods to draw insights. Develop, maintain, and automate interactive dashboards and regular reporting schedules.
- **Strategic Insights & Actionable Recommendations:** Translate complex data into compelling narratives and proactive recommendations for non-technical audiences, influencing strategic planning and decision-making. Assume independent and

curious mindset to validate hypotheses and question norms and assumptions in current business intelligence models and practice.

- **Fundraising & Supporter Intelligence:** Interrogate supporter/donor data to enable informed strategic fundraising decisions. This will enable enhanced strategic choices, campaign activity, and product development to optimise acquisition and supporter journeys, by creating a donor hierarchy framework to increase donor retention and revenue.
- **Impact & Service Evaluation:** Lead on monitoring and evaluation (MEL) frameworks, analysing outcomes data to assess strategy success and provide evidence for external reports.
- **Data Quality & Governance:** Work with the Salesforce team to Champion data best practises, ensuring compliance with relevant legislation (GDPR, Data Protection Act, Fundraising Code of Practice). Lead on data cleansing to reduce duplicates and inaccuracies.
- **Stakeholder Engagement:** Collaborate with internal teams (Fundraising, Marketing, Salesforce, Digital and IT) and external partners to identify data needs and improve data capability across the organisation.

Essential Skills & Experience

- **Technical Stack:** Advanced skills in Excel (Pivot Tables, VLookups, Macros), data visualisation tools (Power BI, Qlik, or Tableau), and SQL for retrieving data.
- **Experience with CRMs:** Proven experience working with CRM systems - ideally Salesforce (NPSP and NPC). Experience using **SOQL (Salesforce Object Query Language) for advanced interrogation of Salesforce data.** Alternatively similar platforms such as Raiser's Edge, or Microsoft Dynamics 365.
- **Communication Skills:** Strong ability to communicate data insights to stakeholders at all levels, both in written reports and presentations. Capability to persuasively communicate business benefits of data analysis outcomes and insights to stakeholders and competently explain complex data sets, results that enable colleagues to understand and the inform marketing strategy and fundraising implementation
- **Data Interpretation:** Experience with statistical methods to describe or make inferences about data.
- **Project Management:** Ability to work autonomously on multiple projects and deliver against deadlines.
- **Passion for the Mission:** A genuine interest in the charitable sector and using data to make a positive social impact.
- **Soft Skills**: High empathy and the ability to communicate technical findings to colleagues who may be more "mission-focused" than "data-focused."

Desirable Skills

- Experience with Python or R for data analysis.

- Knowledge of predictive modelling, machine learning, or AI-enabled tools.
- Experience in a non-profit/charity environment or with grant-funded projects.

Personal Qualities

- **Curious & Creative:** Enjoys identifying trends, patterns, and anomalies and testing hypotheses.
- **Relationship-focused:** An empathetic "people person" who enjoys building collaborations.
- **Conscientious:** Prioritises data ethics and the secure handling of sensitive information
- **Tenacious:** Wont rest until a solution is found.