

# Job Description

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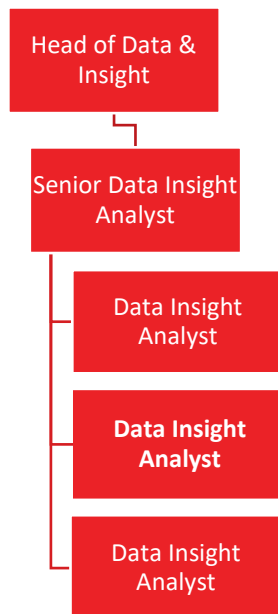
<b>Job title:</b>	Data Insight Analyst
<b>Department:</b>	Data, Digital and Technology
<b>Reporting to:</b>	Senior Data Insight Analyst
<b>Salary:</b>	£44,270 per annum
<b>Hours:</b>	35 per week
<b>Location:</b>	Based in London office (Working from home is an option in line with Crisis' Hybrid Working policy)
<b>Contract type:</b>	12-month fixed term contract (maternity cover)

## Aim and influence

- Take a proactive approach to promoting insight and evidence, identifying areas within the organisation where insight is needed and assisting relevant stakeholders in making evidence-based decisions.
- Employ a range of data analysis and some data science techniques to generate and communicate impactful insights to support Crisis' activities with supporters and members.
- Work with colleagues across the organisation to develop reports that enable effective monitoring of KPIs and other metrics.
- Support Crisis' ongoing Data, Digital, and Technology agenda, including the Data and Insight Strategy.

**Together  
we will end  
homelessness**

### Organisational chart



### Job responsibilities

#### Insight & Analysis

- Produce agreed regular analysis required by teams across the organisations, e.g., fundraising post campaign analyses.
- Clearly convey findings, and technical concepts where applicable, through reports, presentations, and other communications, so they can be easily understood and interpreted by stakeholders across the organisation.  
Help stakeholders to understand the implications of findings. Make actionable recommendations wherever possible and promote insight-driven decision making.
- Work with stakeholders to develop action-guiding hypotheses, use valid methods for assessing those hypotheses, and share the insight, findings, and recommendations in an effective, timely and inclusive manner.
- Apply a range of mathematical and statistical techniques, using tools such as SQL, Python, R, or Excel, to help the organisation make the best use of its data.
- Explore elementary data science techniques to contribute to advanced analytics projects including income forecasting, spatial analysis, propensity modelling, and audience segmentation that will have a direct impact on business planning.
- Work closely with the Senior Data Insight Analyst to continue developing a proactive and strategic approach to insight work that is aligned with Crisis' overall goals.

### Reporting

- Use Power BI to build and maintain automated dashboards to report on the progress of relevant metrics across the organisation, drawing on a variety of internal and external sources.
- Provide prioritised ad-hoc data, analysis and insights to meet business needs, and automate the meeting of these requests where possible.

### Data Management

- Support the design of appropriate metrics and help ensure that all data required to monitor them is recorded and stored effectively.
- Access, prepare and analyse data from various sources, both internal and external, using tools such as SQL.
- Contribute to the documentation and improvement of data processes, infrastructure, and shared data queries.

### General responsibilities

- Actively encourage and support member involvement within Crisis
- Develop an understanding of homelessness and Crisis' aims.
- Follow Crisis policies and procedures, including health and safety.
- Carry out other reasonable duties that may be required.

### Person Specification

#### Essential

- 1 Demonstrable experience of creating queries to extract, interrogate and aggregate information from relational databases using SQL, and an understanding of the underlying logic.
- 2 Experience of using interactive reporting and business intelligence tools, such as Power BI, to share the performance of various KPIs and metrics with a broad audience.
- 3 Strong data analysis skills using tools such as Excel or Python, utilising and exploring statistical techniques.
- 4 Ability to combine the results of technical analysis with an understanding of business context, in order to propose actionable recommendations.
- 5 Excellent written and oral communication skills, including ability to communicate clearly and effectively with a wide range of audiences and to present complex information in a user-friendly way.

## Data Insight Analyst, May 2024 12-month FTC

- 6 Ability to plan and prioritise work and to work on own initiative.
- 7 Ability to build strong working relationships across an organisation.
- 8 Commitment to Crisis's purpose and values including equality and social inclusion.

### Desirable

- 1 Familiarity with cloud-based data analysis tools, such as Azure, Databricks and Synapse.
- 2 Familiarity with agile working practices and use of Jira
- 3 Familiarity with Dynamics 365 data structures