
ROLE PROFILE
Data Selections
Campaign Analyst
GROW WITH US
WOODLAND
TRUST

OUR VISION

We're creating a world where woods and trees thrive for people and nature.



RESTORE

We restore the ecological condition of existing native woods and trees, to increase resilience and create conditions for nature and people to thrive.



PROTECT

We protect ancient, veteran and valuable woods and trees, to stop the loss of irreplaceable habitat and carbon stores, preserving the UK's natural heritage.



CREATE

We create quality native woods and get native trees growing to benefit nature, climate and people into the future.

OUR ORGANISATIONAL NATURE

Our Organisational Nature is at the heart of how we work together. It helps us understand what it means to be part of the Woodland Trust and empowers us to make an impact every day. Our people embody these ways of working, inspiring and enabling each of us to play a part in achieving our vision.

A greener, healthier future for our planet starts right here with you.



Grow Together

We are a team that grows together; made up of unique roles and expertise. We communicate effectively, forging partnerships inside and out, building understanding and trust, valuing differences and recognising each other.



Explore

We know exploration is important, it's how we come up with the best ideas. We won't always get it right but learn and share as we go. We are bold about who we are and encourage healthy challenge.



Focus

We create clarity and stay focused, ready to adapt when we need to. We are empowered to take the time to reflect so that we can develop and work smarter.



Make it Count

We need to create a lasting positive impact. We keep the big picture in mind, harnessing passion and inspiring others to connect with us as we aim to make a genuine difference.

JOB DESCRIPTION

WOODLAND TRUST

Job Title: Data Selections Campaign Analyst
Job Code: WT0520
Salary: £28,593.50 per annum
Contract: Full-Time, Permanent
Reports to: Data Selections Lead
Department: Supporter Mobilisation
Team: Supporter Development
Location: Hybrid

Our Working from Home (Hybrid working) policy is flexible and the frequency of time spent working between your contracted office and your home will vary across teams and job roles.

WHAT YOU'LL DO:

WOODLAND TRUST

Main purpose of the job

The Data Selections Campaign Analyst is a key role within the Supporter mobilisation department, working with the organisation to create and manage data selections consisting of e-mail, mail, social and/or telephone for all parts of the Woodland Trust.

Key Responsibilities:

- Take requirements from internal stakeholders and convert them into clearly defined audiences. Including segmenting audiences based on activity, channel and compliance needs.
- Work with internal stakeholders, on a one to one or team basis, in producing data selections and supporter journeys across single or multiple communication channels.
- Maintain the data selections brief as an accurate description of the activity.
- Follow standard operating procedures in creating selections and supporter journeys.

WHAT YOU'LL DO:

WOODLAND TRUST

- Work in a collaborative and positive manner with stakeholders and colleagues.
- Work with the Data Selections Lead to manage and prioritise your workload.
- Manage your own time, using deadlines or targeted delivery dates from stakeholders and the delivery plan.
- Working with the Marketing Consent Manager and Compliance Team, remain current with consent, privacy and compliance requirements that are relevant to contacting supporters and using data safely and securely.
- Work in a way that maintains our supporter experience goals so that supporters feel valued, connected, inspired, proud to support us and treated as an individual.
- As required, work with necessary stakeholders to carry out investigations into data or service issues, or test new processes and data sets to support operational improvements to the user and supporter experience.
- Support Data Selections Lead and Data Selections officer as required.

WE WANT YOU TO:

WOODLAND TRUST

GROW TOGETHER

- **Collaborate with purpose** – collaborating effectively with others where it will add value and result in clear and positive impact.
- **Build relationships** – being approachable and developing positive relationships. Making connections internally and externally to pursue shared goals, expand learning opportunities and grow influence. Help others to connect and nurture positive relationships,.
- **Communicate Effectively** – being clear and adapting communication styles to connect with others effectively.

EXPLORE

- **Evolve and continuously improve** – having the courage to question previously held beliefs and seeks out opportunities to continuously improve the way we work
- **Be able to challenge** – showing courage and ability to challenge, be challenged and respond to challenge constructively to enable us to keep improving how we deliver on our strategic goals
- **Reflect and learn** – taking opportunities to reflect, learn and improve.

FOCUS

- **Take effective decisions** – balancing considered, evidence-informed decision taking and quick, decisive action depending on the situation
- **Adapt** – being proactive and flexible; able to take on board new information and respond effectively to a changing internal and or external environment.

MAKE IT COUNT

- **Deliver results** – getting work done in a way that is environmentally, financially and ethically sustainable, is considerate of people's wellbeing and always considerate of the broader impact.
- **Inspire and influence** – connecting people with what we do, inspiring and influencing them to stand with us for the benefit of the cause.
- **Connect to the bigger picture** – connecting the work we do to our vision and being trusted to deliver what is needed.

PERSON SPECIFICATION

		Essential/Desirable (E/D)	Where
You'll have experience	Or knowledge of customer relationship management (CRM) systems	E	Application/interview
	Meeting deadlines and actively controlling your case load	E	Application/interview
	With data analysis and Excel	E	Application/interview
	Building relationships with internal stakeholders (colleagues)	E	
	With the use of CRM selection tools e.g. FastStats, Microsoft Dynamics or equivalent	D	Application/interview
	Or awareness of email platforms such as Dot Digital, Mail chimp etc.	D	Application/interview
	Or awareness of GDPR principles	D	Application/interview
You'll need to know	How to understand and interpret data	E	Application/interview
	How to discuss requirements and share results to small groups or one to one and be comfortable challenging stakeholders when required.	E	Application/interview
	How to be agile, analytical, and think logically	E	Application/interview

PERSON SPECIFICATION

			Essential/Desirable (E/D)	Where
You'll have a desire to	Grow Together	Communicate effectively Build and maintain relationships Collaborate with purpose	E	Interview
	Explore	Be able to challenge Reflect and learn Evolve and continuously improve	E	Interview
	Focus	Adapt Take effective decisions	E	Interview
	Make it Count	Inspire and influence Deliver results Connect to the bigger picture	E	Interview
You'll be qualified in	GCSE Grade 5 (or equivalent) or above in Maths and English		E	Application/Onboarding
	Level 3 qualification (A-Level or equivalent)		D	Application/Onboarding
You'll be subject to	Pre-employment checks including Right to Work and confirmation of employment history (3-years)		E	Onboarding