Data & Insights Analyst

Reports to: Digital Product Owner

About your role

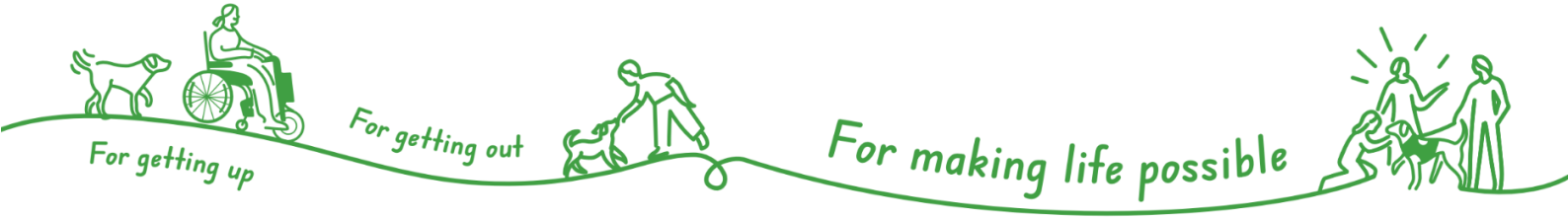
As the Data & Insights Analyst you are proactive and analytical to support the effective use of data across our organisation. Your role is varied combining business support, problem-solving, reporting and analysis, and involvement in strategic projects and digital improvements.

You work closely with colleagues across the organisation to understand their needs, investigate data-related issues and develop practical solutions that enable them to work more effectively. A key part of your role involves reviewing and managing support tickets, resolving queries relating to reports and data outputs, and investigating how information is structured and connected within our CRM system, Microsoft Dynamics 365, and its underlying Microsoft Dataverse environment.

You play an important role in supporting strategic projects and system enhancements where data analysis, reporting, data mapping or new data outputs are required. Working within Digital Services and with other stakeholders, you help translate business requirements into meaningful insights, improved reporting and effective data-driven solutions.

Alongside this, you contribute to the ongoing development of our reporting capabilities, supporting colleagues in understanding and using data, and identifying opportunities to improve processes, systems and the way information is accessed across the organisation.

You enjoy investigating problems, understanding how systems work behind the scenes and use data to make a practical difference. You help bridge the gap between technology, data and the people who rely on it, supporting both day-to-day operations and longer-term organisational priorities.



What you're responsible for

As the Data & Insights Analyst you:

- Review, prioritise and manage support tickets relating to data, reporting and the CRM, investigating issues and providing timely resolutions.
- Investigate data-related queries, identify root causes and understand how information is captured, stored, connected and used across systems to resolve issues and improve business processes.
- Develop, maintain and enhance reports, dashboards and data outputs using tools such as SQL, Excel and Power BI to support operational performance, strategic planning and evidence-based decision-making.
- Maintain the underlying structure of Microsoft Dynamics 365 and Dataverse, including tables, fields, relationships and data flows, to resolve reporting issues and support system development.
- Contribute to strategic projects and digital initiatives requiring data analysis, reporting, data mapping, new data outputs or enhancements to existing systems and processes.
- Work with colleagues across the organisation to understand business challenges, define data requirements and translate these into practical, effective solutions.
- Support system changes and improvements by assessing data requirements, validating outputs, testing functionality and ensuring solutions meet business needs.
- Identify recurring issues, inefficiencies and opportunities to improve reporting, system functionality, data processes and how colleagues' access and use information.
- Maintain clear documentation of data structures, reporting processes, system relationships and solutions, while supporting appropriate data management and governance practices.
- Build effective working relationships across teams, provide training and guidance to colleagues to improve their confidence in using data, reporting and relevant systems.

Your skills, experience and approach

It's essential that you:

- Have experience working with data in Microsoft Dynamics 365 or CRM systems.
- Have strong analytical and problem-solving skills with the ability to investigate issues, identify root causes and develop practical solutions.
- Are confident working with datasets using tools such as Excel and Power BI to analyse, manipulate and interpret data.
- Have experience producing, maintaining or interpreting reports and data outputs to support business decisions.
- Can understand business requirements and translate them into clear data, reporting or system requirements.
- Are comfortable managing competing priorities, responding to support requests and have strong attention to detail whilst having a structured approach to investigate problems and solutions.
- Are able to communicate clearly with both technical and non-technical colleagues.
- Have experience producing clear documentation to support systems, data structures or processes.

It's beneficial if you:

- Have experience working with Microsoft Dataverse.
- Have experience using SQL to query, extract and analyse data from Microsoft Dynamics 365.
- Have an understanding of GDPR and data protection principles, including the appropriate handling, access and use of personal data.
- Enhanced experience providing training and guidance to colleagues to improve their understanding and use of data, reporting tools and systems.

Outcomes of the Role

Through your ongoing contribution, the Data & Insights Analyst will:

- Resolve data and reporting queries efficiently, providing effective support to colleagues.
- Deliver reliable reports, dashboards and insights to support informed decisions.
- Support strategic projects through data analysis and reporting solutions.
- Maintain and improve Dynamics 365 and Dataverse functionality.
- Identify opportunities to enhance systems, processes and reporting.
- Improve colleagues' confidence through training and guidance.
- Maintain clear documentation and appropriate data management practices.

Other requirements

- You need to have the right to live and work in the UK.
- You should be comfortable working around dogs.
- Driving the charity's vehicles from time to time might be part of the role so we prefer if you have a full driving licence. We'll work with you to find alternative solutions if reasonable adjustments are required, though. You have to be over 21 years of age to drive our charity vehicles.
- Sometimes you may need to work flexibly so we can deliver our services effectively, and this might occasionally involve working evenings and/or at weekends. You'll be given time off in lieu (TOIL) for this.
- As you'll be working with vulnerable people, you'll need to undergo a DBS check, and this will be renewed every 4 years.
- You'll be expected to have a good understanding of safeguarding issues and how they should be applied to the work of the charity and its partner organisations. We'll provide full training on this during your induction.

November 2026