

## Job Description – Senior Business Intelligence Analyst (Digital and Engagement)



*This job description serves to illustrate the type and scope of what is required for the post and to provide an indication of the required level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time, they will not however change the general character of the job or level of responsibility entailed.*

### Section 1 - Job Details

<b>Job title</b>	Senior Business Intelligence Analyst (Digital and Engagement)
<b>Directorate area</b>	Corporate Services
<b>Department/Team (if applicable)</b>	Strategy and Business Intelligence
<b>Reports to</b>	Business Intelligence Lead – Engagement
<b>Direct reports</b>	None
<b>Job Location</b>	Office-based in London with flexibility to work remotely
<b>Contracted hours are agreed locally with line managers</b>	

### Section 2 - Job Purpose

This role is focused on providing advanced data analysis and strategic support to enhance the MS Society’s marketing, engagement, and fundraising efforts, with a focus on digital and content optimisation. This role involves utilising advanced analytical techniques, managing complex data projects, and developing insightful reports and dashboards. The role will work closely with digital and with marketing, in leading data initiatives that improve data-driven decision-making and optimises engagement, marketing, and content across all channels. Additionally, this role provides mentorship and guidance to staff in the wider organisation, fostering a culture of continuous improvement and data excellence.

### Section 3 - Key Responsibilities/Accountabilities

*(Normally between 4 and 10)*

	Responsibility/ Accountability
1	Advanced data analysis - conduct in-depth data analyses to uncover insights into audience behaviour, campaign, channel, and content performance, and engagement trends. Utilise advanced statistical and analytical techniques, including propensity modelling and predictive analytics, to support decision-making. Develop and maintain complex data models and perform data mining to identify opportunities for optimisation
2	Advanced Reporting and visualisation - create, maintain, and enhance dashboards and reports that provide actionable insights to various stakeholders. Use data visualisation tools (e.g. Power BI) to present complex data in an accessible and compelling manner. Ensure regular reporting on key performance indicators (KPIs) and campaign metrics
3	Strategic and operational optimisation - work closely with digital team to develop and implement data strategies that align with organisational goals. Provide analytical support for marketing and engagement planning, execution, and evaluation across multiple channels. Collaborate with relevant teams and digital team to ensure data-driven insights inform activities
4	Data analysis project delivery - manage complex data projects, ensuring timely and accurate delivery of analysis and reports. Coordinate with internal and external stakeholders to gather requirements and define scope. Ensure data projects align with relevant data strategies and data management frameworks practices
5	Mentorship and development - provide mentorship and guidance to stakeholders, fostering a collaborative and learning-focused environment. Share knowledge of data

	techniques and best practices to enhance capabilities
6	Data quality – contribute to efforts to maintain and update databases, ensuring data integrity and accuracy, conduct regular data audits to identify and resolve data quality issues, support data cleansing and enrichment activities to enhance data quality
7	Continuous Improvement - identify opportunities to improve analysis and reporting methodologies. Stay updated on best practices in digital data analysis and tools. Participate in training and development activities to enhance skills and knowledge

#### Section 4 – Dimension of the role

Resources	Responsible for the proper use of data and data tools
Staff/Volunteers	None
Budget	
Key relationships	Cross organisational - data users and digital team
ISO	Responsibility for undertaking relevant actions and responsibilities according to the role assigned within ISO

#### Section 5 – Key deliverables

	Measures of success
1	Comprehensive analysis and actionable recommendations for engagement, marketing, content, and fundraising optimisation
2	Curated reports and dashboards for engagement, marketing, content, and fundraising
3	Data models, taxonomies, definitions, to support analytical efficiency, accuracy, and consistency

## Section 6 – Competencies and contribution

Competency	Level required (see below)	B	E	A	T
Fosters co-production	2		X		X
Open to change and innovation	3	X		X	
Sound decisions	3		X	X	
Collaborative working	2				X
Effective communication	3			X	X
Outcome focussed	3	X			X
Inclusivity	2				X
Accountability	3	X	X	X	X
Tech savvy	3	X		X	

Level	
5	<b>Strategic</b> – Senior management and/or strategic responsibility requiring wide advanced knowledge of organizational policies, practices and procedures across the organization or detailed theoretical, practical and procedural knowledge of a specialized area. Provides expert knowledge and insight on a range of subjects and/or groups relevant to MS and represents the MS Society externally. Translates vision, strategic aims and direction in clear terms that people can relate to and action. Makes significant and influential decisions and facilitates appropriate resources.
4	<b>Expert/ Recognised authority</b> – Responsible for managing significant resource (people, budget etc) associated with the function/activity. Demonstrates expert knowledge and relevant and appropriate professional leadership and influence. Colleagues consistently perform a task or activity to higher levels having an intuitive grasp of what is required to be delivered, how it impacts across other areas of activity and how it may be improved for the benefits of the MS Society. Colleagues have an in-depth understanding and focus upon building expertise, they are the go-to person and have a reputation for being knowledgeable in this area and are able to apply their existing skills and knowledge to new or emerging challenges.
3	<b>Complex</b> – Roles with or without line management responsibility where they are required to use knowledge gained through experience, professional or technical qualification on complex information or raw data for typically non-routine problems upon which own judgment needs to be applied without further instruction or guidance to work with others to overcome obstacles and deliver outcomes across teams/department.
2	<b>Enhanced</b> – Roles with or without line management responsibility but accountable for casework/ face to face service provision/ internal/external process and or people (including volunteers) e.g. first line managers of people or process. Colleagues have knowledge of requirements of a team/function, contribute to building and maintaining successful internal and external relationships and collaborate to deliver effective outcomes. Colleagues use knowledge and understanding to organise and/or manage work, tasks and processes, can solve routine issues and contribute to the development of new practices and procedures.
1	<b>Foundation</b> – roles make an individual contribution to the MS Society with no process or line management responsibility. Colleagues have a fundamental knowledge and understanding of what is required to carry out the role and how it connects to other roles and activities. Understand what is required to be carried out and has the competence and skills to carry out the activities.

## Section 7 - Learning & Development requirements

(List L&D requirements for role)

<b>Foundation (mandatory)</b>	
<b>Additional internal learning/ courses required for role</b>	
<b>Other professional training/qualification required</b>	

## Section 8 - Person specification (knowledge, experience, skills and attributes needed for the Job)

*Those that are marked as essential and will be tested at application stage (A) will be used as shortlisting criteria for determining who will be invited to interview. There should be no more than 7 shortlisting criteria.*

Requirement	Essential	Desirable	Tested*
Proven experience as a data analysis or BI role, preferably within the charity sector	X		AIP
Experience of improving results through provision of analysis and insight, particularly in a fundraising and marketing context	X		AIP
Technical expertise in data analysis, manipulation, and visualisation using tools like SQL, Power BI, and web analytics platforms (e.g., Google Analytics). Ability to manage large datasets, perform statistical analysis, and develop data-driven insights	X		AITP
Experience in applying advanced analytics techniques such as propensity modelling predictive analytics, and segmentation to optimise fundraising, marketing, and engagement strategies. Including, skills in using predictive models to forecast donor behaviour and identify prospects	X		AITP
Experience with digital channel analytics (e.g. social media, websites, and email), and optimising digital content through A/B testing, conversion rate optimisation, and user behaviour analysis	X		AITP
Experience with CRM systems and marketing automation tools	x		AIP
Excellent problem-solving and project management skills	X		AIP
Effective communication skills, with the ability to present data insights to non-technical stakeholders	X		IP
Knowledge of data governance and privacy regulations (e.g., GDPR).	X		IP

\*Tested – A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1's and PDR)

## Section 9 – Additional Information and Requirements

<b>Confidentiality</b>	Ensure that essential information of a sensitive and/or personal nature is not disclosed to, or discussed with, inappropriate persons and that all information is maintained in accordance with the GDPR and other related legislation/requirements.
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<b>Equality, diversity and inclusion</b>	<p>Ensure all duties are carried out in a manner which promotes the MS Society's equality, diversity and inclusion policies and practices.</p> <p>As a charity whose primary focus is to support and improve outcomes for those with a disability, we expect all colleagues to be curious and innovative in identifying and removing any barriers experienced by those with disabilities whilst working with us.</p>
<b>Health &amp; safety</b>	Promote a health and safety culture, observe all health and safety rules and procedures and complete training courses, as required.
<b>Safeguarding</b>	MS Society are committed to recruiting with care and to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. Background checks and Disclosed Barring Service checks will/will not be required for this role.
<b>Digital, data and Technology</b>	Competently utilise technology to perform the role including internet-based voice and video calls, Microsoft Office applications, the MS Society intranet, human resource and finance systems, case management system software and other bespoke MS Society software and applications.
<b>Key contacts/relationships</b>	
<b>Unusual specific physical/mental demands associated with the role</b>	None
<b>Travel requirements</b>	To and from Office
<b>Unsocial hours</b>	When necessary

**Last updated 06/02/2025**