

Senior Data Analyst (Modelling and Analytics)



Too many older people have no one to turn to for support. We believe no older person should have to struggle alone. We're Age UK, the UK's leading charity for older people. We provide information, support, friendship and advice when it's needed most. Our services are a lifeline – could you help us reach even more people who need us?

The job, in a nutshell

We are recruiting for a Senior Data Analyst (Modelling and Analytics) to join our Data Team to lead, develop and implement advanced statistical models and predictive analytics to uncover insights and drive strategic decision-making. This role will involve analysing large datasets, using an awareness of evolving marketing requirements, understanding the past to help forecast future trends and delivering actionable insights for the organisation to deliver. This role will cover many aspects of analysis, not just modelling, and will need to work closely with different teams across Age UK Group, including fundraising, our commercial product suite and our National Services. The successful candidate will be familiar with sophisticated modelling techniques such as propensity modelling, and techniques like logistic regression or decision tree analysis to enable classification or probability prediction tasks. The candidate will be expected to ensure data quality, validate their models and to continuously innovate the analytical approaches used within the organisation, working closely with immediate team members to create the optimum data analysis capability for Age UK's needs. Communication skills are also important for this role simplifying complex



“Joining the Digital and Technology team at Age UK means being part of a collaborative and innovative group that drives meaningful change. We deliver projects and solutions that empower our employees to better support older people, enabling them to live fulfilling lives. It's an opportunity to work on impactful initiatives within a supportive team that values creativity, collaboration, and making a real difference.”

Molly Wray
DIGITAL & TECHNOLOGY
PROJECT MANAGER

Our values



Collaborative



Impactful



Ambitious



Inclusive

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results for non-technical stakeholders to enable the insights derived to be actioned by the business stakeholders. We are establishing a new Data capability at Age UK, and need people who have the right technical skills as well as a desire for innovation, creativity and above all want to see the lives of older people improved through the work of Age UK.

What you'll do for us:

- Scope, deliver and communicate robust ad-hoc data analysis, drawing out actionable insights around customer acquisition, cross / up sell and retention in line with stakeholder requirements.
- Design and implement data analytical models as required, for example propensity models to identify best prospects and work with colleagues to effectively deploy across the Age UK supporter database, and with stakeholders to best utilise in income generation predictions.
- Help to build a complete picture of Age UK supporters and service users, bringing together different datasets from across the Age UK Group (from areas such as Income Generation, interactions with our Digital products and users of our Services), deriving actionable insights for example customer segmentations.
- Work with Directors, Heads of Department and other senior positions across Age UK to ensure the analysis is relevant to the needs of the organisation and informs strategic decision making.
- Operate in an autonomous manner, making decisions about how to best deliver the greatest impact for the whole organisation, checking in with immediate colleagues to ensure coherence with other work and priorities.
- Collaborate effectively with cross-functional teams, managing stakeholder expectations by understanding their data needs, addressing concerns, and ensuring alignment on objectives and deliverables.
- Take ownership of translating complex data insights into clear, actionable stories, using data visualization techniques to communicate findings to both technical and non-technical stakeholders in an engaging and impactful way.

Location

Hybrid - London

People management

No

Division

Group Finance
(Finance, D&T, Strategy)



ageuk.org.uk

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.
Registered charity number 1128267. Company number 6825798.

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- Perform data mining and “what-if” analysis to uncover patterns and correlations to inform decision making.
- Maintain awareness of advances in relevant AI and Machine Learning technologies and provide a view on whether they could / should be incorporated into the Age UK data toolkit.
- Contribute to wider strategic data projects in Age UK as required, supporting the Head of Data as necessary.
- Communicate effectively with a diverse range of teams from across the Age UK Group.
- Be a role model and advocate for best practices for data, mentoring the more junior members of the team.
- Adhere to and promote Information Security related processes, procedures, and role-based responsibilities.
- Work with the Technology teams to build data pipelines that ensure clean, high-quality data is available for modelling.
- Be self-motivated and undertake continuous learning on current and future tools and techniques, staying relevant in your field and improving Age UK’s data driven decision making.
- Represent Age UK at external engagements as required. This could be through speaking at conferences or by participating in industry working groups for example.
- Demonstrate a commitment to the values of Age UK and the Standards of Conduct, role modelling inclusive behaviours.

Must have:

- Proficiency in application of statistical analysis and data modelling in relation to campaign analysis, customer profiling, segmentation and propensity modelling.
- Extensive use of statistical or database software, i.e. SPSS / SAS / T-SQL / R, to manipulate large-scale datasets extracted from relational databases.
- Strong numerate / statistical background, with a demonstrable ability to undertake analysis and synthesis of large volumes of data and information, evidencing the ability to collect, organise, analyse and disseminate significant amounts of information – qualitatively, quantitatively, or both.

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- An effective communicator, verbally and in writing, able to work collaboratively demonstrating excellent diplomatic and interpersonal skills, both to enable technical collaboration and to help the wider organisation understand and use the data analysis results.
- Experience of promoting culture change across teams; driving collaborative projects; and overseeing new processes & systems.
- Ability to manage multiple projects, identifying conflicting demands and establishing clear priorities in order to meet agreed objectives.
- Experience with MS Power BI.
- Experience utilising a data platform, such as Azure Databricks.
- MS Office applications.
- A degree or equivalent in a numerate discipline i.e. Maths or Statistics.

Great to have:

- Experience of working in a similar role within the Charity sector.

Any other relevant details

- Occasional travel to other Age UK sites to enable performance of the duties and responsibilities and for the purposes of maintaining and updating professional skills and development.

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