JOB DESCRIPTION

Job title	Strategic Data and Insight Lead
Department	Digital, Data and Technology
Reporting to	Director of Digital, Data and Technology
Managing	None
Main relationships	Research, Policy and Strategy team; Digital, Data and Technology Team; Marketing and communications Team
Benefits	• 30 days leave (plus Bank Holidays) • Bupa Healthcare plan • Matched company pension scheme • Life assurance cover offering 4 x death in service benefit • Company sick pay and maternity/paternity pay • Employee assistance programme • Training and development opportunities • Learning and wellbeing grant • Season ticket loan • Perks and discount platform

About us

Drinkaware is a leading charity concerned with reducing harm from alcohol. We do this by providing impartial, evidence-based information and advice and practical resources; raising awareness of alcohol harms; and working in partnership with others to deliver behaviour change through our tools and interventions. The Trust is funded primarily through voluntary, unrestricted donations from alcohol producers, wholesalers, and on- and off-trade retailers, but acts entirely independently.

Our Vision: Working together to reduce alcohol harm across the UK

Our Mission: Using our expertise to give governments, industry, communities and individuals the knowledge and support to make informed decisions about alcohol and how to reduce the harm it can cause. Delivered though:
• Public-facing campaigns and digital services, information and guidance
• Evidence-led advice to governments and industry
• Independent research, consumer insight and evaluation

Our Values: Solid Reasoning; Clarity with Empathy; Understanding and Connecting; Principled Partnership; Determination and Curiosity

https://www.drinkaware.co.uk/

N.B. This job description summarises the key features of the role, it is not intended to be a detailed description and does not cover all the duties that the job holder may reasonably be expected to fulfil.

Purpose of the role

This will be the first ever dedicated data and insight role within Drinkaware. Working across the organisation, this role is pivotal in enabling Drinkaware to increase its impact, primarily by:

- Formulating an inspiring data and insight roadmap, ensuring the translation of data into actionable insight leads to strong outcomes.
- Analysing and interpreting both internal and external data and insight to guide decision making.
- Fostering a positive culture of data and insight at Drinkaware, building confidence and embedding ways of working with data, building best practice.

Main duties and responsibilities

The main purpose of this role is to:

- Establish a Data and Insight function in the charity, create a cross organizational data plan and oversee and its execution across the business and with external stakeholders.
- Communicate this plan to our funders and partners.
- Scope and develop opportunities for partnership working with our stakeholders around novel uses of data to produce new insights/solutions for consumers.
- Using analysis skills, validate our user data against national patterns and trends (including our Monitor survey data) and introduce external sources of data (e.g., purchasing data, hospital admissions) to enrich our understanding of the environment.
- Drive best practice across the business using evidence to demonstrate the value of the use of data and insight in decision making.
- Develop our data ecosystem (infrastructure and tooling) to ensure we are using the right tools to accomplish our strategic objectives.
- Design, build (and iterate) Drinkaware's management information dashboards, organize the framework and documentation to support this, train/empower staff to 'self-serve'.
- Architect and own a centralised repo of all data and insights across the business.
- Support the Head of Digital Product with data and actionable insights to provide a clear rationale for product and service development, in order to meet our strategic objectives and the needs of our audiences.
- Support the Head of Digital Product to define OKRs and conversion funnels to support wider decision making.
- Working across Drinkaware, deliver qualitative and quantitative insight into user behaviours, attitudes and demographics, helping to shape the customer strategy across a range of projects.
- Working across Drinkaware, align all data initiatives with campaigning objectives and timelines.
- Work across Drinkaware to arm them with the necessary data and insight to develop strategies to amplify our reach and meet our objectives.
- Look to continually improve data quality and our analytics toolset, work towards a single customer view.
- Oversee customer data governance, GDPR compliance, data and systems integration, modelling and analysis – clarifying and optimising how Drinkaware understands and uses data to make decisions.
- Support the Director of Digital, Data and Tech in ensuring our GDPR compliance is achieved; notably the seven key principles. You will work alongside the Head of Digital Product to coordinate the annual Asset Register audit.
- Ensure all strong and appropriate governance, including maintenance of risk registers.

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Influencing, thought leadership and reputation building

- You will foster and champion a positive culture of data and insight at Drinkaware, building confidence and embedding ways of working with data, building best practice.
- Work with all business stakeholders to prioritise opportunities for insight and maintain a 'big-picture' holistic view of data and insight across the business.
- Liaise internally with colleagues, stakeholders, business/product owners from across the organisation on a frequent basis.
- Deploy skilful management of external, partner and funder teams; with our agencies, suppliers and wider stakeholder groups.
- Manage relationships with external data analytics partners where required.
- Research and develop new strategic data partners to align external data sources with Drinkaware data, identifying new patterns and trends.
- Working with the Heads of Research and Impact, help to grow Drinkaware's reputation for excellence in data and insight in the field of alcohol harm.
- Effectively represent Drinkaware at senior level, assuming personal responsibility for establishing senior stakeholder relationships with a range of influential individuals and organisations, particularly those who are trusted by our priority audiences.
- Prepare and deliver high-quality, evidence-based reports and presentations for SLT, Board and senior external stakeholder audiences as required.

Play an active role as a Drinkaware Team member including:

- Build a strong relationship with the Head of Digital Product and Head of Impact.
- Provide clear actionable insights for integrated campaign plans.
- Appoint and manage external agencies and specialist service providers as required.
- Design and report against agreed OKRs.
- Model, work by and promote Drinkaware values.

Accountable for:

Accountable for day-to-day delivery, operations and roll-out of our data and insight strategies. This is a hands-on role as well as being our operational and strategic development lead in this area.

PERSON SPECIFICATION – essential and desirable criteria for the role

Qualifications and/or experience
1. Experience equivalent to/educated to degree level, ideally in a relevant quantitative/data focused STEM subject.
2. Track record of successful CPD activity.

Key knowledge, skills and abilities
3. Excellent interpersonal, team working and leadership skills.
4. High level of analytical skills: problem-solving, critical thinking, creative thinking.
5. Excellent communication skills, to clearly articulate your insights and champion an exciting data culture.
6. Experience with understanding complex business problems, and ability to match them to the right statistical techniques.
7. Proficient in the use of Excel, e.g. use of Pivot tables, VLOOKUP, etc.
8. Experience working with Google Analytics, Firebase datasets.
9. Experience manipulating data with SQL/NoSQL and Python.

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10. Experience with big datasets and the tools to work with them (e.g. GCP/AWS, Hadoop, BigQuery).
11. Experience working with dashboarding tools (e.g. Tableau, Power BI).
12. Experience with building Power BI reports and working with Microsoft Azure Power Platform using PowerApps and PowerAutomate.
13. Experience working with data visualisation tools.
14. Highly skilled in digital technologies including analytics and insight tools, project management tools etc.
15. First-class written communication skills with the ability to draft succinct, timely and detailed briefs appropriate to senior audiences.
16. Proactive, innovative and able to work independently, prioritising workload accordingly.
17. A personal commitment to reducing the risk of alcohol-related harm.

Desirable criteria
18. Experience in machine learning techniques and models.
19. Experience working with install attribution such as Singular, Appsflyer
20. Experience of working in a consumer-focused data environment.
21. Experience in working independently to establish a new function within an organisation

Special features of the role
None specified.

The Drinkaware Trust is committed to diversity and inclusion and it is essential that the post holder is committed to make a positive contribution to their promotion and implementation.

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