Vacancy Information Pack

Data Selections Analyst

Closing date: 13th May 2024

ROYAL BRITISH LEGION

Thank You

Thanks for your interest in this role and working for RBL as a Data Selections Analyst.

This is an exciting time to join RBL's Data & Insight's directorate, as RBL invests in new Microsoft Dynamics tools to work alongside our marketing platform FastStats – We are growing our automation capability through Peoplestage and enhancing a broad range of our services across the RBL.

The team of four is responsible for supporting the data-driven campaign selections which underpin multi-channel marketing activities for our Fundraising and Membership teams, delivering deliver timely and accurate data to drive our multi-channel supporter acquisition and retention communications plans and will need to satisfy a broad range of stakeholders and Campaign Managers.

If this sounds like you, please read on and consider putting in an application.

I look forward to reviewing your experience and motivations and maybe meeting you in the coming weeks.

Kind regards

Lee Doody
Senior Data Services Manager

Job Description

Job Title: Data Selections Analyst

Reporting To: Senior Data Services Manager

Role Purpose:

This role is uniquely responsible for campaign production and data delivery across RBL (Fundraising, Membership and Campaigns, Policy & Research) building technical "Data Driven Campaign Selections" which drive income growth (£10 Million+) and engagement in RBL's year-round fundraising activity program through a broad combination of direct marketing channels.

It requires relentless attention to detail in order to deliver, timely, accurate and relevant multi-channel data driven communications to supporters, with focus on building the most appropriate audience selection (from a CRM database holding 4 Million+ records) criteria enabling each fundraising campaign to reach full its potential.

The Data Selections Analyst will be equally comfortable planning long range campaigns as reacting to immediate requirements, working with existing planning processes

Key Responsibilities:

Data Driven Campaign Counts, Data Extract Production and Data Management
- Work closely with Campaign Managers to effectively translate and capture requirements from data briefing through to technical build and data delivery using FastStats and PeopleStage, to meet the internal client's needs:
    - Whilst still observing GDPR data legislation
    - Considering the impact on the supporter (potential over-communication)
    - Filling the knowledge gaps that the internal client has – i.e. internally colleagues broadly know what they want, but aren't close enough to the detail and therefore rely on the Data Selections Analyst role to assist them in meeting their objectives
    - Coordination of resources with Data & Insights, IM&T and external suppliers

- Ensure campaign counts, selections, reporting, and data management is supported effectively at all times. Explaining to internal clients how data selections are made as part of direct marketing / communications campaign – highlighting possible issues / clashes / inappropriate selections criteria that the RBL internal client might not have foreseen.

- Ensuring the accuracy of the data extracted to prevent any negative supporter experiences

- Production of campaign counts to support Fundraising and Membership Campaign Managers throughout the planning cycle, driving audience insight led opportunity exploration. Planning multiple sequenced campaigns (e.g. RemembranceTide with circa 10 campaigns landing in a condensed period), utilising Propensity Model scores to drive audience appropriate data selections to improve Return on Investment (ROI), *targeting only those potential supporters with the highest propensity to respond, which reduces the wastage in direct marketing spend – making RBL Fundraising more efficient.*

- Manage the production of data-driven campaign extracts which underpin all of Fundraising and Memberships multi-channel CRM marketing activities, ensuring each selection best supports communication objectives to optimise conversion – within the context of the overall Fundraising

Strategy

- Deliver effective data management, manipulation & technical selection builds, ensuring output production is efficient, to specification and to schedule

- Delivery of multi-channel marketing and lifecycle campaigns which enable a highly personalised, end-to-end supporter experience

- *Ensure all campaign extracts accurately reflect supporter communication preferences and act as data gatekeeper to protect RBL from the costly consequences of GDPR, PECR and Fundraising Preference Service compliance failure - helping to prevent RBL being liable to fines from the Information Commissioner*

- Support and manage data processing, the use of suppression and cleanse solutions and deduplication hierarchies within budget. Budget Management oversight for circa £15k pa (Fundraising Operations address cleanse budget)

- *Manage the secure delivery of campaign data to suppliers* (e.g. address cleansing and suppression bureaux – via an online portal to Experian and final files to *printers supporting postal Direct Marketing campaigns) in line with TRBL data security protocol and principles*

- Ensure all deliverables are thoroughly checked and peer quality controlled for assurance, and that all outputs are produced to a high standard.

- Development of comprehensive test plans for new technology integration - managing information exchange, data integration, and acceptance testing during the on-boarding and development cycles in conjunction with new software solutions and partner

Campaign Planning and Optimisation
- Act as a consultant during the Campaign planning, briefing and request submissions process, providing input and recommendations which shape and optimise selections and stewardship for data brief completion – advising how best to exploit the capabilities of FastStats and PeopleStage

- Meet regularly and work closely with internal business stakeholders and partner agencies (both on-line and off-line) to thoroughly understand campaign objectives and translate the business requests into robust and unambiguous targeting criteria

- Interpret analytical learnings to provide strategic input and data-driven guidance which iterates, optimises and continuously improves campaign performance and the fundraising programme of lifecycle communications

- Continually aid and support the personalisation and segmentation strategy for to ensure Fundraising colleagues follow a Data Driven Customer Relationship Management model

- Proactively maintain and publish a campaign delivery communication plan with all stakeholders, keeping them informed and up to date on their specific business requirements and requests

- Self-manage resources within the Campaign Selections Team (total of 4 x Data Selections Analysts) in order to maintain throughput for the data delivery schedule and that campaigns / levels of complexity are equally distributed

- Resolve all internal and external data and technical queries in professional and timely fashion.

- Manage any conflicts / clash management to a successful resolution when initial prioritisation doesn't meet the expectations of the internal client whose requirements might not be able to be met due to the existing schedule – therefore negotiating timing within an overall schedule

Post Campaign Analytics support
- Ensure accurate campaign history and engagement data is maintained along with costs within FastStats, to preserve an accurate and up-to-date supporter communication history – that can also be used to calculate ROI – per campaign / per supporter

- Ensure timely provision of campaign information and data to the Fundraising Operations Insight and Analytics team, in order to support steady in-house production of post campaign reporting and analysis

Supplier and Stakeholder Management
- Manage and liaise with internal stakeholders and external third-party partner agencies to ensure adherence to TRBL data delivery standards and schedules

- Demonstrate solid communication and stakeholder management skills at all times

- Work cross-functionally to build excellent internal relationships and champion departmental value across the business

- Proactively recommend, select and manage the relationship with supplier technology providers to improve TRBLs ability to target and communicate with our supporters e.g. FastStats / PeopleStage enhancements. Coordinate IT resources needed to support technical implementation

This job description reflects the current scope of duties and responsibilities of the role.

The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.

General

- To live The Royal British Legion's shared values (Service; Collaboration; Passion; Excellence; Valuing our people) in the way you work and engage with others - the fundamental beliefs and qualities of who we are and what we do.
- To be responsible for your own health and safety and that of your colleagues, enacting Health & Safety at Work Act (1974) and relevant legislation, including reporting any health and safety hazard immediately you become aware of it.
- To uphold the requirements of the General Data Protection Regulations and Data Protection Act 2018.
- To maintain required levels of confidentiality regarding information that you come to possess in the course of your work which is commercially or personally sensitive.

- To be inclusive and equitable in your treatment of any parties you engage with through your duties, upholding RBL's Diversity & Inclusion policy and ensuring that we act as an equal opportunities employer and in accordance with the Equality Act (2010).

Person Specification

Criteria	Essential / Desirable	How to be measured
Qualifications		
Degree education is desirable, ideally within a Marketing, Business, Software development, Technology, Programming or related field	D	Application/Interview
Knowledge & Experience		
Good knowledge of data management and relational data structures – especially within FastStats	E	Application /Interview
Ability to manage multiple projects to strict deadlines and able to prioritise/react to changing market demands	E	Application /Interview
Full understanding of marketing consent, suppressions and GDPR to ensure correct application to marketing campaign selections. Ensure all appropriate marketing suppressions are included in each campaign build and GDPR adherence for all work completed.	E	Application /Interview
Previous database experience of data import and analytical manipulation procedures, preferably within a large, multi-user environment	D	Application /Interview
Previous experience within a direct marketing and / or fundraising environment - Data Driven Customer Relationship Management (DDCRM)	D	Application /Interview
Some previous experience of using SQL and working with relational databases	D	Application /Interview
Skills & Attributes		
Good working knowledge of FastStats and PeopleStage, or similar data marketing platform – with Strong data manipulation experience	E	Interview
Good working knowledge of Windows based software, especially Excel	E	Interview
Effective communication skills – written and verbal, ideally with the capability to be able to explain the technical details of data in a non-technical way	E	Interview
Strong planning and organisational skills able to prioritise workload effectively with ability to consider future organisational requirements when planning	E	Interview
Customer Relationship Management experience (database marketing / loyalty / CRM / acquisition and retention marketing)	E	Interview

During the selection process, we will also use values-based competency assessment to understand your alignment with RBL's values.

Service
We support and serve. We are compassionate. We provide great customer care to all the people who come into contact with us. We are accountable and act with integrity.

Collaboration
We value working together and with partners to achieve shared goals. Through strong communication and support, we build trust with each other and treat everyone with respect and honesty.

Passion
We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work.

Excellence
We strive to be the best we can. We are effective and efficient. We are bold. We are open to new ideas and approaches, challenge each constructively and are willing to learn.

Valuing our People
We support, encourage and provide opportunities for all our people – ensuring we recognise and value everyone's contribution.

Offer Terms

Work Pattern

35 hours per week, Monday-Friday, 9am-5pm

Location

You will be contracted to your home address, and you will perform most of your work remotely there using our collaboration tools to work with colleagues, with occasional travel (incl. for monthly team meetings).

Compensation

£36,720 Per Annum

Employee Benefits

- 28 day's paid holiday per year (plus bank holidays), increasing to 29 days after 2 years and 30 days after 5 years. Plus the ability to buy up to 1 working week of additional leave

- Contributory pension scheme – min 2% employee contribution receives 6% employer contribution up to max of 10% employer contribution matched with 5% employee contribution (until 5 years' service reached, when 14% employer contribution achievable)

- Death-in-service Life Assurance, with a benefit of 3x annual salary

- Employee Assistance Programme

- Season Ticket and Rental Deposit Loan Schemes / Cycle to Work Scheme

- Reward Hub online benefits platform with extensive offers and discounts

Working for RBL

RBL employs c 1,900 people across the country campaigning on behalf of the Armed Forces community, delivering support services to them, leading Remembrance on behalf of the nation, raising funds to support our work and developing and running the organisation and our network of membership branches.

We work collaboratively across our workforce and operate flexible hybrid working practices in our major hub offices, using the latest technology to stay connected with colleagues, members, and beneficiaries. We come together around our common purpose, and our values.

RBL is modernising, and we are ambitious to deliver more for the communities we support. We are becoming a more inclusive, flexible, customer-focused, data-driven, and collaborative organisation. But don't just take our word for it. Read our employee stories here, and about our impact here.

It's therefore an exciting time to be part of both changing the lives of our customers and changing the organisation and its future capacity and capability. This presents considerable opportunities for learning within role, and possibilities for career development…And, of course, the satisfaction that comes with knowing that you are making a real difference to the lives of those who serve/have served our country, to keep us safe and to protect our democratic freedoms and way of life.

Diversity, Equality and Inclusion

We are committed to building a truly inclusive organisation of diverse people and perspectives.

We actively engage in a programme of work to develop our practices and we have set out our commitments to realise this ambition. We will keep listening, learning, and sharing our progress and impact.

We are Disability Confident employer, signed up to Race Equality Matters and Pride In Veteran standards.

We guarantee an interview to any applicant who declares a disability or/and are part or Armed Forces community on application and whose application demonstrates that they meet the Essential criteria of the role, as set out in the Person Specification.

How to Apply

Your application should be submitted through our jobs site at Find A Role | Careers | Royal British Legion.

Closing Date: 5th May 2024