worldwide cancer research

We're looking for a Senior Data Analyst to join our team

Salary: Circa £40k

Base: Central Edinburgh/hybrid

Hours: Full time and permanent. 35 hours a week over core working hours of 10am - 3pm, Monday to Friday, with a one-hour lunch break. The office is open 8am – 6pm daily and our hybrid working policy requires all full-time employees to work at least two days a week in the Edinburgh office.

Benefits: 10% employer pension contribution; employee assistance programme and counselling service; enhanced maternity/paternity/adoption pay; enhanced sick pay; 31 days' paid holiday/year plus four paid winter public holidays; 2-weeks fully remote working/year; three paid carer days/year; death in service benefit; cycle to work and travel season ticket schemes.

To support the Team's work-life balance, we work a nine-day fortnight where the charity is closed every second Friday.

Who are we?

At Worldwide Cancer Research, we start new cures. Cancer is still one of the leading causes of death worldwide, but cutting-edge science can give us hope. Discovery research seeks to uncover new knowledge that could change the way we think about cancer. It reveals new ways to prevent, diagnose, and treat cancer that can save lives.

We actively seek unconventional and imaginative ideas from scientists at all stages of their career, across the globe. In some cases, we are the only organisation that will fund a scientist's idea. We take an unbiased approach to research funding by focusing on supporting only the best ideas for new cures. By having a diverse research portfolio, we increase our chances of finding breakthroughs.

Our vision is of a day when no life is cut short by cancer, and we believe we can achieve this by starting the life-saving advances of the future by sowing the seeds of discoveries. Anyone that helps bring forward breakthroughs – including our staff, our supporters, and the researchers we fund – is a Curestarter.

As a charity, we are committed to opportunity without barriers, and we are striving to seek, value and learn from different perspectives and experiences. We want Worldwide Cancer Research to be an inclusive organisation – where everyone can be themselves and feel valued – as diverse as the scientific community we fund and the families whose lives we impact.

We are committed to ensuring that we provide equal opportunities to every applicant regardless of age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation. We aim to ensure that our recruitment process is unbiased and that everyone is treated equitably. In support of this, we have pledged to 'Show the Salary' for our roles and we are registered as a Disability Confident Committed Employer - because our team members are at the heart of everything we do to start new cancer cures around the world.

To help start new cancer cures and save lives, we are looking for a Senior Data Analyst to join the busy CRM and Analytics team at Worldwide Cancer Research, to help the charity run its multi-million-pound funding programme for discovery cancer research.

About the Senior Data Analyst role and why we need you

Here at Worldwide Cancer Research, we recognize the pivotal role of data in driving impactful decisions. Join our team as a Senior Data Analyst and contribute to our mission of leveraging data-driven insights to optimise our fundraising and marketing strategies.

Reporting to the CRM and Analytics Manager and collaborating with the CRM Reporting Executive, you will play a key role in enhancing our data analytics capabilities. Your primary responsibility will be to provide comprehensive reporting and analysis to guide strategic decision-making within our Fundraising and Marketing teams.

This is an exciting opportunity to be at the forefront of our data transformation journey. You will have the chance to influence operational changes that directly impact our fundraising efforts and ultimately contribute to our mission of funding groundbreaking cancer research worldwide.

The charity's values include curious, united and spirited, all of which you can readily demonstrate across your work. If you would like to make an impact every day and are committed to leveraging data to make a difference, we would love to hear from you.

How do I apply?

- **Please email your CV with your cover letter** to: recruitment@worldwidecancerresearch.org

- You will find the full **job profile** and our **benefits** on [Worldwide Cancer Research careers](#)

- **Closing date is noon on the 27 May 2024.**

- **Interviews will be held w/c 3 June 2024** - we will contact all applicants as soon as possible after shortlisting for interview.

- We are a disability confident committed employer - please contact Paula Cahill, our HR Manager, if you have any questions about our recruitment process, accessibility and adjustments to support you: paulac@worldwidecancerresearch.org

- Please note your cover letter will be key to the success of your application and applications without cover letters may not be considered.

- Please tell us where you first saw this job advertised.

Additional information

Award Worldwide Cancer Research is a team of around 50 and we run an annual Employee Engagement Survey; in 2023 we achieved a 98% positive response to 'I would recommend Worldwide Cancer Research as a good place to work'.

Privacy We will hold your application data on file for six months after the end of the recruitment round, after which your data is deleted or destroyed. Please view our [Recruitment Privacy notice](#) .

Thank you for your interest in our work.

Full job description and person specification:

Post: Senior Data Analyst

Responsible to: CRM and Analytics Manager

Responsible for: CRM Reporting Executive

Key contacts/relationships:

Internal – all Team Worldwide, Senior Management Team (SMT), Board of Trustees

External - data agencies, business partners and consultants

Purpose:

To lead on enhancing the data analytics capabilities of Worldwide Cancer Research. Primarily responsible for providing comprehensive reporting and analysis to guide strategic decision-making within the Fundraising and Marketing teams. The role is also responsible for data analysis and performance tracking, campaign optimisation, predictive analysis and cross-functional collaboration.

Key responsibilities:

Data analysis and performance tracking

- Analyse marketing data from various sources such as CRM systems, web analytics tools, social media platforms and advertising platforms to identify trends, patterns and insights related to campaign and income stream performance.

- Collaborate with CRM, Analytics and Marketing/Fundraising teams to develop audience segmentation strategies based on various levers including demographics and behaviours, to provide more targeted and personalised marketing activity.

- Develop and manage dashboards and reports to track key performance indicators (KPIs) such as conversion rates, return on investment (ROI), cost per acquisition, supporter life-time value (SLTV) and other relevant metrics across all activity.

- Support the development and adoption of supporter segmentation modelling (Lifestage Reporting) across the Charity.

- Support the automation, streamlining and process improvement in Reporting production.

- Identify methods to improve visualisation in reporting to allow Fundraising teams to determine areas for improvement.

Campaign optimisation

- Develop and own campaign performance models to predict supporter response rates, donation frequency rate, SLTV, etc. focusing on long-term net income growth through supporter lifecycle.

- Use data analysis findings to provide recommendations for campaign optimisations and activities, including targeting strategies, messaging, budget allocation and media mix.

- Plan, execute and analyse A/B multivariate tests to learn and optimise campaigns and other activity to provide insight into what works best for target audiences.

Forecasting and predictive analysis

- Use statistical models and forecasting to predict future marketing performance and provide insights for budget planning, resource allocation and goal setting.

- Support the development of assumptions for annual departmental budgets and forecasts, using data insights to recommend areas of focus for net income growth.

Cross-functional collaboration

- Ensure industry knowledge of data analysis or fundraising campaign delivery is kept up to date and relevant, maintaining an in-depth understanding of the range of activity delivered by the charity.

- As part of the CRM and Analytics team, work closely with cross-functional teams, particularly marketing, fundraising and finance to gather data inputs, align on goals, refine briefs and communicate insights to drive informed decision making and actionable insight.

- Manage expectations in reporting and analytics deliverables through effective management of the resources both internal and external.

- Ensure all CRM activity is compliant with relevant data protection legislation and in line with organisational Information Governance policies.

- Undertake any other duties that fall within the scope of the post as allocated by the CRM and Analytics Manager.

Line management of CRM Reporting Executive

- Provide ongoing guidance, support and training to CRM Reporting Executive.

- In the absence of the CRM Reporting Executive, take on Business as usual (BAU) reporting and data selection requirements.

Supervision of staff

To line manage direct reports providing strategic direction, support and coaching, clear objectives and constructive feedback on performance. Conduct staff supervision duties including, but not limited to, recruitment, appraisal, dispute resolution, attendance monitoring, risk assessments etc. as described in the charity's policies and procedures. Exemplify support of the charity's commitment to EDI in all line management responsibilities.

Generic information for all roles

- The responsibilities described within the job description are not intended as exclusive or exhaustive. They are to highlight the major tasks and duties of the role and the post holder may be required to undertake other duties that are consistent with the overall purpose of the role.

- It is expected that every job description will be subject to a regular review. In addition, posts may be reviewed where there is a change in the requirements of the charity.

- Attend regular team training as required.

- Every member of staff is expected to be a role model to others within the charity and those they encounter in the course of their duties, upholding the charity's values.

Person specification:

Requirements	Essential	Desirable
Educational attainment	Business performance or financial analysis qualification (e.g. MBA or equivalent); or evidence of relevant experience; or relevant professional qualification.	University degree in relevant subject, e.g. mathematics or statistics.
Experience	Data analyst in a similar role. Interpretation of complex data sets. Customer or supporter segmentation. Working knowledge of Data Protection legislation. Communicating data sets and reports. Analysing, interpreting and providing detailed reports and recommendations against information generated from a variety of database systems (both in house and 3rd party web-based systems). Providing training and support around the use of analytical information.	Sales, fundraising, marketing and financial/performance reporting processes. Project management experience.
IT experience	Technologies such as Power BI, SQL and "R" along with Excel across semi-structured data sets within a CRM and across cloud computing platforms.	CRM in a charity/third sector environment. Salesforce CRM. Data Storage Solutions including structured and unstructured data sets.
Skills and aptitudes	A high degree of flexibility in a fast-paced environment. Ability to take a solution-focused approach to daily challenges and workflows with a strong attention to detail. Results-driven, proactive and commercially aware. Skills to analyse and select data for complex marketing activity.	

	Ability to work collaboratively in a team, while self-motivated when prioritising own workload. Competency in providing accurate and timely information, managing different priorities and timescales. Proficient in written and oral communication with excellent attention to detail.	
Interests	Charity work. Professional learning and development.	Appreciation of discovery cancer research. Knowledge of Worldwide Cancer Research.Third sector networking.
Other requirements	Willingness to understand the vision, mission and strategy of Worldwide Cancer Research. Commitment to attend training courses to update knowledge and skills. Commitment to diversity and inclusion. Willingness to demonstrate the charity's values. Occasional travel throughout the UK if required for meetings/key events.	

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Because no life should be cut short by cancer