

# WHAT'S THE ROLE?

## SENIOR DATA INSIGHT ANALYST

I work collaboratively with all functions across the organisation to provide actionable insights that help in making informed business decisions. I am responsible for leading strategic analysis work to deliver valuable customer insights that drive customer engagement and audience strategies.

### IN THIS ROLE YOU'LL...

- Generate actionable insights through data deep-dive analysis to gain good understanding of audience behaviour to drive audience strategies and communication plans.
- Deliver post campaign/event analysis, share key findings and provide insight-based recommendations to influence future planning and decision making.
- Build and maintain a suite of BI dashboards used for decision-making at all levels of the organisation.
- Support the organisation in advancing its use of data science and advanced analytics; providing training to upskill teams.
- Use machine learning/AI tool to develop propensity models to maximise audience responsiveness and income generation.
- Provide valuable customer insight and market intelligence to support new product development initiatives.
- To initiate and respond to analysis briefs from across the organisation, ensuring full understanding of the business objectives and delivering the outcomes and recommendations within the agreed timescales.
- Deliver excellence by understanding requirements, managing expectations, gathering feedback, communicating and negotiating effectively with internal stakeholders.
- Work closely with the data quality team to improve data structure and consistency, share best data practice and optimise the use of data across the organisation.
- Work closely with the Data Insight and Analysis Manager to facilitate a culture change by championing the use of data, insight and evidence across the organisation.
- Maintain high quality data, making sure information is gathered and recorded in line with the requirements of the General Data Protection Regulation, ICO and Prostate Cancer UK Data Protection Policy.

### WHO YOU ARE

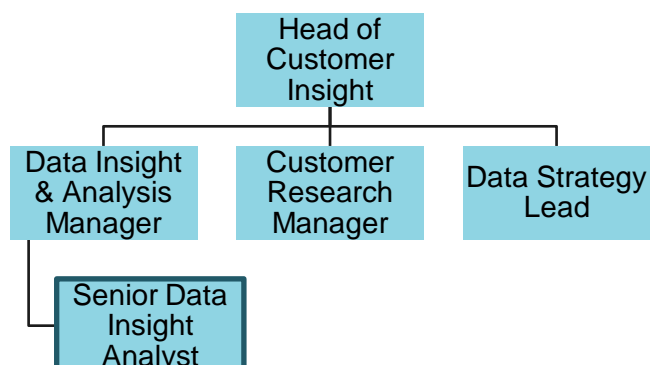
- Experience in manipulating large data sets to generate meaningful insights to influence business decisions.
- Attention to detail with excellent analytical skills.

- Ability to interpret complex data and deliver the analysis outcomes that are clear, informative and engaging to a wide range of audiences.
- Experience in customer profiling, segmentation and propensity modelling.
- Good understanding of relational databases and strong SQL skills.
- Experience in using FastStats or similar analytics software.
- Experience in building BI dashboards using data visualisation tools such as Tableau or Power BI.
- Good understanding of data science and its applications. Experience in using Dataiku is desirable, but not essential.
- Working knowledge of standard IT packages including Microsoft Word, Excel and PowerPoint.
- Excellent project management and planning skills including prioritisation of tasks, problem solving and handling of critical situations.
- Excellent communication and relationship building skills from stakeholders up to executive level.
- Self-motivated, ability to work flexibly, responsively and with minimum supervision.
- Good understanding of GDPR.
- Actively supports our commitment to equity, diversity, inclusion and allyship.

# YOUR ROLE: THE NUTS AND BOLTS

- Your line manager:** Data Insight and Analysis Manager
- Job level:** Band 3 – Senior Officer or Executive
- Contract:** Permanent
- Hours:** Full time; 37.5 hours per week - We're happy to consider requests for flexible and part-time working on hiring.
- Location:** Hybrid working – a combination of remote and in-person working at our London Bridge office. You'll need to be in the office at least one day a month as well as occasional in-person meetings.

## WHERE DOES MY ROLE FIT IN THE ORGANISATION?

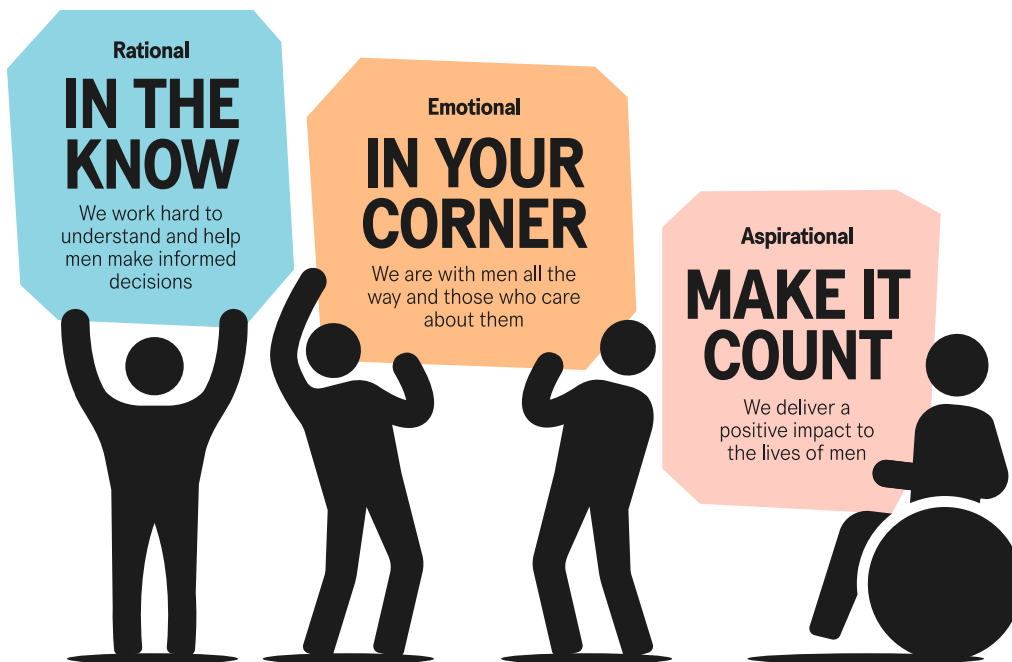


# OUR CULTURE

## VALUES AND BEHAVIOURS

Our values and behaviours help us make decisions, work together and guide the sorts of conversations we have on a day-to-day basis. They underpin our brand identity and give us a shared understanding of who we are and how we work together to create positive change, every day.

## OUR VALUES



## OUR BEHAVIOURS

RATIONAL	EMOTIONAL	ASPIRATIONAL
<b>GENEROUS WITH KNOWLEDGE</b> Switched on and well-connected, we share our expertise and make informed decisions.	<b>GOT YOUR BACK</b> Unembarrassed and reassuring, we listen, understand and stand up for those in need.	<b>DO WHAT MATTERS</b> Impossible to ignore, we focus on what matters to drive results and maximise our impact.
<b>NATURALLY CURIOUS</b> Constantly learning and hungry for knowledge, we challenge and push for answers.	<b>OPEN TO ALL</b> Inclusive and open-minded, we recognise everyone is unique and embrace different perspectives.	<b>NEVER SETTLE</b> Fired up and determined to make a difference in everything we do – and driven to give our best.

# HOW TO APPLY

To complete your application, you will be asked to upload your CV and complete the supporting information section through our application portal. Please fill in parts one and two of our application for your personal statement, both have an 8000-character limit. You may wish to use a method such as the '[STAR](#)' technique or similar. When completing the statements please ensure you clearly provide a full and relevant example of how the criteria apply.

## PART ONE

**Please address the core/essential skills, experience and competencies required using real examples where possible and tell us in what ways you are a good match for the role.**

This provides you with a great opportunity to showcase your knowledge, skills and experiences with the most important aspects of this role which will be used in reviewing and shortlisting applications:

- Manipulating large datasets to generate meaningful insights and communicating those insights effectively to a wide range of audiences
- Building BI dashboards using data visualisation tools such as Tableau or Power BI
- Propensity modelling / customer segmentation
- Experience in using FastStats or similar marketing selections and analytics software
- Experience in using SQL to query, retrieve and manipulate data from a database
- Stakeholder management

## PART TWO:

**Please provide us with any further supporting information that you feel will benefit your application. You may want to reference the values and behaviours sections.**

This provides you with a great opportunity to further support your application, showcase your understanding of the role and how you feel you will be able to contribute to the success of Prostate Cancer UK.

Apply via our [jobs page](#). If you require any adjustments or assistance, please email [hr@prostatecanceruk.org](mailto:hr@prostatecanceruk.org)

We look forward to receiving your application!