

## Friends of the Earth – Job Description

<b>Job title</b>	Insight Analyst
<b>Reporting to</b>	Insight Manager
<b>Team</b>	Organisational Insight Team
<b>Career stage</b>	D
<b>Line management</b>	None
<b>Purpose of the role</b>	
<p>The Organisational Insight team analyses data to help maximise the income that Friends of the Earth brings in and maximise the impact that the organisation has. Our Insight Analysts provide analytical leadership on data selections, evaluation, intelligence, and reporting across the organisation. <b>This role will be focused on driving the development of our Power BI Reporting to help Friends of the Earth make evidence-based decisions.</b></p>	
<b>Key responsibilities and tasks</b>	
<p>Our Insight Analysts' responsibilities and tasks include:</p> <ul style="list-style-type: none"> <li>• Work closely with all directorates to create PowerBI reporting that enables teams to monitor their performance and generate in-depth insight on teams' operations</li> <li>• Work with teams across all directorates on analytical approaches to help them measure and improve their impact and enable evidence-based decision making</li> <li>• Build accurate and effective financial and non-financial campaign selections using our existing CRM database (Care / Advanced NG), working towards providing self-serve data selections in our new CRM (Microsoft Dynamics)</li> <li>• Work with fundraising and marketing colleagues to provide exploratory and evaluative analysis to maximise the impact of our communications</li> <li>• Provide tactical leadership on the use of data across all directorates to help maximise the potential of our data and increase our organisational effectiveness</li> <li>• Initiate, develop and manage analysis projects in line with the organisational strategy and individually agreed objectives</li> </ul> <p><i>You will also need to be aware of and follow Friends of the Earth policies and procedures, with particular attention to safeguarding, equality, diversity &amp; inclusion, and our values.</i></p>	
<b>Person specification</b>	
<p>Essential:</p> <ul style="list-style-type: none"> <li>• Experience of designing, creating, and maintaining Power BI reports</li> <li>• Experience of working with stakeholders to gather requirements &amp; deliver findings</li> <li>• Experience of applying analytical techniques to create reporting &amp; insight</li> <li>• Experience of querying large databases, preferably using SQL</li> <li>• Strong verbal and written communication skills, with an understanding of how to share insights with non-technical audiences</li> </ul>	

- The ability to interpret requirements and present data in a clear and compelling way, using graphical representations and data visualisation
- The ability to solve problems using logic and creativity
- The ability to manage multiple projects through to completion while working with numerous colleagues and collaborators

Desirable:

- Experience of using data to recruit, retain and develop supporters/customers to maximise income
- Experience of marketing selections and CRM software
- Experience of using data to measure performance and assess impact
- Experience of applying statistical methods and predictive analytics
- An understanding of the following data concepts: modelling, cleansing, standardisation, quality assurance, validation, linking, organisation, and storage

### Our Values

Ability to demonstrate, understanding and apply our values.

**Integrity**- We demonstrate integrity throughout everything we do, internally and externally.

**Impact** – We make the biggest impact we can through good analysis and judgement, insight, feedback, and focus.

**Leadership** – We motivate others through our individual and collective actions, our compelling vision, and our clarity on what work needs to be done.

**Focus on Friends**- To build our influence we put new and existing ‘friends’ at the heart of our work.

**Accountability**- We hold ourselves and other to account for our work and how we work.

**Learning and Enquiring Mindset**- We learn continuously, challenging our own assumptions and habits while expanding our horizons to enable us to improve the impact of our work.

**Date approved**

**Date reviewed**

***Friends of the Earth staff are not permitted to hold office for political parties or stand as candidates for political parties. Staff should also seek permission from the Senior Management Team if they wish to hold a non-public facing official role in a political party. If this is an issue, please do raise this with us as soon as possible .***

*This job description is current as at the date shown above. In consultation with the post-holder it is liable to variation by the Director to reflect or anticipate changes, in, or to, the post and the organisation.*

*The job description gives an overview of the main responsibilities of the role. The day to day role will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.*