

Customer Selections Analyst Job description

Together we are help and hope for everyone living with dementia



Who we are

Dementia is the biggest health and social challenge of our time.

There are currently estimated to be 900,000 people in the UK with dementia. Many are undiagnosed and facing the realities of their condition alone.

At Alzheimer's Society we're working towards a world where dementia no longer devastates lives. We do this by giving help to those living with dementia today and providing hope for the future.

We're here for everyone living with dementia.

As a Society, we are made up of people with dementia, carers, trusted experts, campaigners, researchers and clinicians. We are the UK's largest collective force of people with unparalleled knowledge and over 40 years of experience addressing the biggest challenges facing people living with dementia.

Together we are help and hope for everyone living with dementia.

Our values

Our values tell everyone who we are as an organisation. Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us what we all stand for. Our values are evident in everything we do, how we do it and how we work together.

These are not just words on a wall, we live these every day in all our work. We are Determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



Determined to make a difference

We're passionate, we're focused and we make a lasting impact for everyone living with dementia.



Trusted expert

We're listening, we're learning and we use experience and evidence.



Better together

We're open, we combine our strengths and we achieve more together.



Compassionate

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

Position in the Organisation

Reports to the Supporter Selections Manager.
Member of the Omnichannel Team in the Supporter Experience Department.
Part of the Income & Engagement Directorate.

Purpose of this Role

We are here for anyone affected by dementia to help them navigate some of the hardest and most frightening times of their lives.

We are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialist and so much more. We are volunteers, we are employees, and together we are here to make a difference to the lives of people living with dementia and their carers.

As one of a team of two Customer Selections Analysts, you will deliver targeted data selections for Alzheimer's Society supporter communications. You will optimise future support and work with colleagues to provide an excellent supporter experience to retain and grow our audiences. As a trusted expert and a critical friend to Income & Engagement and other colleagues, you will play a crucial role in deepening understanding of Alzheimer's Society's supporters, particularly in relation to their next best action. You will draw on campaign results, data models and other sources of insight to enable colleagues to test hypotheses and innovate in order to drive satisfaction, loyalty, and sustainable growth across Alzheimer's Society's audiences.

We are looking for someone who exemplifies our values, someone who is: **Determined to make a difference** when and where it matters most. **A Trusted Expert** who believes in working **Better Together** and demonstrates true **Compassion**.

We're a national charity providing dementia support to a community that's ethnically diverse. We welcome applications from people of all backgrounds, particularly those from ethnically diverse communities who are traditionally underrepresented in the charity sector leadership roles.

Key Accountabilities and Responsibilities

- Delivers targeted data selections for marketing activities for direct mail, telephone, email, SMS, and social media channels.
- Fosters curiosity and a deeper understanding of audiences and data structures with Income & Engagement colleagues through clear communication and reporting to enable colleagues to make fully informed decisions for targeting and testing communications.
- Contributes ideas to improve ways of working and shares knowledge and skills to increase performance across the Selections team.
- Works collaboratively with the Supporter Insight Analysts to gain insight into audiences and the impact of previous communications to enable more effective and insight-driven selections.
- Works alongside our Apteco partner to highlight process improvements to continuously refine and strengthen our selections process and provide the best possible stewardship solution.
- Highlights data quality issues to the Supporter Data Team, raising issues to Income & Engagement and other colleagues where necessary, and offering solutions.
- Implements quality control processes to ensure that relevant suppressions and selection rules are followed, with responsibility for the accuracy of their data selections.
- Responsibility for uploading data to our email platform, DotDigital, and using open and click through rates to inform future email selections.

- Collaborates with the other members of the Omnichannel Team and wider Income and Engagement stakeholders to identify opportunities to manage the flow of communications effectively, ensuring an optimal supporter experience.
- Collaborates with teams across Income & Engagement to deliver stewardship requirements and automations through the most appropriate and effective tool, exploring the use of PeopleStage and DotDigital to optimise engagement with existing supporters.
- Ensures data import and export procedures comply with Society business rules and data structures.
- Ensures data is processed in a way which is compliant with Data Protection (GDPR), Telephone Preference Service, Mailing Preference Service, and other legislative/best practice requirements.
- Provides ad hoc reporting to support benchmarking activities and business planning.
- Keeps up to date with supporter trends across the sector, highlighting opportunities for Alzheimer's Society to gain a better understanding of supporters.
- To work outside of office hours on occasion, as required

Other Tasks

- Collaborates with Income & Engagement and other colleagues across the organisation, at all levels, to support decision-making for data selections.
- Seeks support from the Customer Data Analysts regarding training, development opportunities, maximising the value of our data selection and analysis tool, Faststats, and for selections overflow.
- Works with the Supporter Journey team to ensure the best supporter experience is achieved through using sector-wide information and Golden Questions plus recommendations made at supporter journey workshops.
- Provide support to and champions the development of our chosen selections and stewardship solutions as part of the CRM migration from Progress to MS Dynamics.

We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.

- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted on the services database or other systems in accordance with deadlines.

Person Specification and Selection Criteria

Skills & Knowledge	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Good level of education ('A' level or equivalent) and/or relevant experience in a data or marketing role	E	A/I
Qualified in a statistical or marketing discipline	D	A/I
Experience of the FastStats selections package or similar and preferably using automated journey tools	D	A/I
Experience of using Excel to manipulate, manage and analyse data	E	A/I
Extensive experience of using large contact management databases and database selections	E	A/I
Knowledge of Data Protection regulation	E	A/I
Experience of briefing and working with external suppliers	E	A/I
Extensive experience of managing relationships with stakeholders	E	A/I
Excellent written and presentation skills, with the ability to communicate information to a broad range of audiences	E	A/I
Experience of task management and prioritisation	E	A/I
Adopts an innovative approach to problem-solving		
Encourages positivity and has an optimistic approach to work		
A proven self-motivator		

Competencies & Personal Attributes	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Excellent communication skills, both verbal and written	E	A/I
Work collaboratively and be able to prioritise your workload effectively and remain solution focussed throughout your areas of work	E	I
Strong interpersonal and interpretation skills will allow you to have open jargon-free conversations with the business.	E	A/I
Excellent organisational and timekeeping skills.	E	A/I
Outstanding attention to detail.	E	A/I
Be a team player, supporting colleagues when there are deadlines, and someone who knows when to ask for help themselves.	E	A/I
Be a self-starter and incredibly motivated.	E	A/I

Essential requirements are those, without which, the post holder would not be able to fulfil the responsibilities of the role. Desirable requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

This post will be subject to a satisfactory Criminal Records Check, from either the Disclosure and Barring Service (England & Wales), Disclosure Scotland Check (Scotland) or AccessNI (Northern Ireland). If you require further information regarding Criminal Records Check, then please contact: careers@alzheimers.org.uk

Our benefits



Financial Security

- Group Personal Pension Plan with Scottish Widows – with up to 8% employer contribution rate
- Life Assurance Scheme – two times your annual salary
- Society Plus and Smart Spending App – giving you unbeatable savings at hundreds of retailers



Health & Wellbeing

- Health Cash Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Financial support towards relevant professional qualifications



Family & Dependants

- Enhanced family leave – 16 weeks paid for all parents
- Paid time off work for fertility treatments for both partners
- Paid carers leave
- Paid dependants leave
- Paid compassionate and bereavement leave
- Paid time off work to support those transitioning



Recognition

- Annual people awards
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



Work Life Balance

- Annual leave of 27 days increasing to 30, plus bank holidays
- Career breaks of up to 3 months
- Flexible working
- Wellbeing leave