Customer Selections Analyst

Job description

Together we are help and hope for everyone living with dementia

Who we are

Dementia is the UK's biggest killer. One in three people born in the UK today will develop dementia in their lifetime.

At Alzheimer's Society, we're the UK's leading dementia charity and the only one to tackle all aspects of dementia by giving help and hope to people living with dementia today and in the future. We give vital support to people facing the most frightening times of their lives, while also funding groundbreaking research and campaigning to make dementia the priority it should be.

Together with our supporters, we're working towards a world where dementia no longer devastates lives.

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 of 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.

Customer Selections Analyst

Position in the organisation
Reports to the Supporter Selections Manager.
Part of a team of three Customer Selection Analysts.
Member of our Omnichannel Team in the Brand, Insight and Marketing Department.
Part of our Income & Engagement directorate.

Purpose of this role
At Alzheimer's Society 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 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.

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 Campaign Reporting and Optimisation Manager to gain understanding of 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.
- 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 Journeys Manager to ensure the best supporter experience is achieved through using sector-wide information and Golden Questions, plus recommendations made at journey workshops.

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

Competencies & personal attributes	Application (A) or interview (I)
Be a team player, supporting colleagues when there are deadlines, and know when to ask for help themselves.	A/I
Be a self-starter and incredibly motivated.	A/I
Excellent organisational and timekeeping skills.	A/I
Excellent attention to detail.	A/I
Non-judgemental communication	A/I
Commitment to and understanding of equal opportunities	A/I
Understanding of the inclusion agenda and its relevance within a diverse society	A/I

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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