

# Supporter Insight 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.

# Supporter Insight Analyst

## Position in the Organisation

Reports to the Senior Supporter Insight Manager.  
Member of our Supporter Insight Team in the Supporter Experience Department.  
Part of our Income and 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.

Working within a team of data analysts, you will support the delivery of accurate, useable, and impactful insight and reporting to the Income and Engagement Directorate. A key part of this role is delivering deep insight into the behaviour of supporters and driving data-driven decision making to maximise satisfaction, loyalty, engagement, and sustainable income growth. We are looking for someone with strong data analysis skills, who has experience not only in analysing large datasets but also in crafting compelling data-driven stories to effectively communicate insights to stakeholders.

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

### Fundraising data, analysis and insight

- Responsible for delivering and progressing data analysis and reporting as agreed by the Senior Supporter Insight Manager for fundraising teams.
- Apply innovative analytical tools and approaches, drawing on other sources of supporter insight to enhance analysis.
- Use statistical reporting to support business planning and enhance decision-making, including building predictive and forecasting models and monitoring income, attrition, supporter churn, communication, response rates, contact profiling and data quality.
- Use Microsoft SQL Server Management Studio to interrogate and analyse the CRM database, building efficient SQL coding solutions and processes for report development.
- Keep up to date with supporter trends and analytical approaches across the sector, highlighting opportunities for Alzheimer's Society to gain a better understanding of supporters.

### Communication and Teamwork

- Present information and visualise data in an engaging way based on a clear understanding of stakeholder needs.
- Prepare written documentation to support users understanding of insight reports that have been developed.

- Contribute to increasing levels of data appreciation and 'supporter curiosity' across Income and Engagement and the wider business.

### External facing

- Work with external agencies and experts as agreed by the Senior Supporter Insight Manager.
- Represent the Society at external presentations and meetings as appropriate.

### 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)
Experience of working with relational databases in SQL.	E	A/I
Experience of working with unstructured, internal, and external datasets.	E	A/I
A successful history of manipulating, joining, processing, and extracting value from large, disconnected datasets.	E	A/I
Experience in analysing large datasets and applying basic statistical modelling techniques.	E	A/I
Experience of forecasting and producing predictive models (such as propensity models).	E	A/I
Experience of using Excel and other Office applications at an intermediate level.	E	A/I
Experience using data visualisation tools like Power BI.	D	A/I
Experience of Python.	D	A/I
Excellent written and presentation skills, with the ability to communicate information to a broad range of audiences.	E	A/I
Experience in turning complex data into compelling stories that clearly communicate insights and drive stakeholder decisions.	E	A/I
Experience of version control and documentation.	D	A/I
Experience of working with Geographic Information Systems like QGIS.	D	A/I
Knowledge of GDPR and other relevant regulation.	E	A/I

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

# 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