

## Role Profile for

<b>Role Title (Internal HR use only):</b> Reporting and Analysis Manager Senior Specialist		<b>Operational / External Title:</b> Reporting and Analysis Manager		<b>Date:</b> September 2024	
<b>Department and Team:</b> People, Transformation and Culture, Information Technology & Data		<b>Band:</b> D		<b>Reports to:</b> Deputy Director of IT	
<b>Direct Reports:</b> 1		<b>Indirect Reports:</b> 0		<b>Dotted line reports:</b> 0	
<b>Budget Holder (yes /no):</b> no					
<b>Safeguarding Check required</b>	<b>No</b>	<b>If Y, what type:</b>	<b>Role requires travel to country programmes</b>	<b>No</b>	

### Purpose of the Role:

**Purpose of the Role:** To develop and maintain a suite of supporter data reports, analysis and models to build our understanding of ActionAid's supporters and fundraising performance, and to use this insight to influence, improve and challenge fundraising and supporter engagement strategies.

Areas of Activity	Key Accountabilities and Deliverables
<b>Reporting and analysis</b>	<ul style="list-style-type: none"> <li>Employs and continually develops a wide range of skills, tools and techniques to analyse supporter data and provide engaging and actionable trends and insights.</li> <li>Proactively communicates and shares insights with stakeholders ensuring the key findings and recommendations are understood. Tailors communications and insights to best meet internal audiences needs to ensure maximum impact.</li> <li>Champions informed decision making based on analytical insight and evidence.</li> <li>Works collaboratively and proactively with stakeholders to specify and challenge their requirements and ensure analysis meets organisational needs.</li> <li>Manages and continuously improves a suite of regular reports which provide stakeholders and decision makers with the supporter information they require</li> <li>Leads on performance reporting for the Directorate including the monthly fundraising dashboard and providing figures for quarterly board meetings as required.</li> <li>Continually reviews and interprets report outputs to inform the organisation of trends and anomalies.</li> <li>Provides analysis and figures to feed into ActionAid International reporting and planning on an annual basis.</li> <li>Provide data extracts or figures for third party analysis and benchmarking activities as required.</li> <li>Support the Finance team with month end reporting as well as the Budgeting and planning process on a quarterly basis.</li> </ul>
<b>Committed Giving Forecasting</b>	<ul style="list-style-type: none"> <li>Responsible for maintaining and enhancing our SQL and python based committed giving forecasting model. Responsible for running the model to support planning and reforecasting and responsible for generating accessible outputs for stakeholders and decision makers.</li> <li>Responsible for quality and consistency of committed giving supporter volumes and income forecasting and evaluating/interpreting performance trends and variances.</li> <li>Responsible for running and refining LTV analysis to support internal stakeholder and decision maker needs. Ensures outputs and findings from LTV analyses are communicated in an accessible way to deliver maximum impact.</li> </ul>

## Role Profile for

<p><b>Knowledge sharing and capacity building</b></p>	<ul style="list-style-type: none"> <li>• Proactively engages with staff to make the best use of the insights provided by reporting and analysis, challenging staff to seek improvement in performance identified through analysis.</li> <li>• By proactively incorporating external best practice and trends within supporter/customer data analysis you will further develop your skills and enhance the impact of insight on our fundraising and supporter experience/engagement.</li> <li>• Promotes understanding of the forecasting models and analysis tools across Finance and Fundraising functions and supports/trains internal stakeholders and decision makers to use and interpret forecasting model outputs.</li> <li>• Works collaboratively with staff across the organisation and proactively identifies and proposes new tools and opportunities to increase the reach and impact of supporter data analysis.</li> </ul>
<p><b>People management and supervision</b></p>	<ul style="list-style-type: none"> <li>• Leads the Reporting and Analysis function to ensure high quality reporting and analyses are delivered to agreed requirements and deadlines.</li> <li>• Manages and coaches the Reporting Analyst to develop their knowledge and skills to enable them to maintain the existing Power BI reporting suite and deliver regular performance reporting tasks.</li> </ul>
<p><b>Team working</b></p>	<ul style="list-style-type: none"> <li>• Work to ensure that individual supporters' needs are fully considered in each and every communication and contact point.</li> <li>• Ensure that all relevant supporter legislation is adhered to, referring to guidance from the Fundraising Regulator, Information Commissioner's Office (ICO) and General Data Protection Regulation (GDPR) and any other relevant codes of practice.</li> <li>• Commitment to taking a Digital first approach to fundraising planning, campaign execution and ways of working.</li> <li>• Strive to achieve positive transformational change in all aspects of the Fundraising programme to support the Fundraising strategy.</li> </ul>

### Key Relationships (external to the team):

INTERNAL: All Funding teams, Advocacy & Influencing, Finance, Digital, IT and Data & Analysis

EXTERNAL:

### EXPERIENCE, KNOWLEDGE & EXPERTISE

## Role Profile for

### Essential:

- Commitment to AA's vision, mission and values, including a commitment to feminist principles, safeguarding, and working in an organisation committed to working for the rights of women and girls.
- Commitment to AA's values of Equality, Diversity & Inclusion and upholding the values of becoming an anti-racist decolonised INGO.
- ActionAid UK is committed to preventing any form of sexual harassment, exploitation, and abuse (including child abuse and adult at-risk abuse) and responding robustly when these harms take place. We expect all ActionAid UK Staff and ActionAid UK Associated Personnel to share this commitment.
- Commitment to continually improving your digital skills and knowledge within the working environment.
- Advanced knowledge and experience of using SQL to query fundraising / marketing data warehouse (or analysis mart) for reporting and analysis
- Competent using Power Query and DAX to build dynamic reports in Power BI including semantic model design..
- Proven experience using python for reporting and analysis
- Experience/ knowledge of data analysis requirements in a fundraising / marketing environment
- Advanced Excel
- Experience of using data to influence senior fundraising colleagues and improve strategy
- Ability to communicate with technical colleagues and non-technical stakeholders
- Experience planning deliverables & communicating priorities with a range of stakeholders, re-prioritising workload where needed to respond to urgent requests
- Attention to detail for investigating data issues and ability to proactively work with data team to ensure consistency and accuracy of results.

### Desirable:

- Experience of living and working in the "Global South" and regions where we support projects and programmes
- Experience of working for an INGO
- Working knowledge of predictive modelling
- Understanding of direct marketing processes and the charity sector
- Understanding of principles of direct marketing
- Experience working to agile methodologies
- Previous management experience
- Microsoft Dynamics 365
- SharePoint team site management
- Strong statistical knowledge and experience developing model-based analyses (regression, survival, clustering etc)

## Role Profile for

**Any Other Relevant Information – please add in any information regarding the complexity of work undertaken / complexity of relationships; level to which they drive change in their role / team / department, whether within their core duties they undertake activities that potentially could be ‘risky’**

## Role Profile for

[Click here for 'My Feminist Behaviours'](#)

This role profile sets out the current duties of the post that may vary from time to time without changing the character of the job or the level of responsibility entailed. However, all role profiles are regularly reviewed and updated accordingly in line with organisational needs.