

| Operational / External Title: Data Analyst | |
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| Role Title: | Data Analyst |
| Date of JD Review: | March 2025 |
| Department: | People Transformation and Culture |
| Team: | IT and Data |
| Tenure: | Full time and Permanent |
| Band and Range: | Band C |
| Location: | London and Hybrid |
| Reports to: | Reporting and Analysis Manager |
| DBS check required: | No [DBS Roles] |
| Role requires UK travel: | No |
| Budget Holder | No |
| Direct Reports: | No |
| Indirect Reports: | No |
| Dotted line reports: | No |
| Does This role require International Travel: | No |
| <p>Internal Key Contacts: all Funding teams, Finance, Digital, IT, Data Protection</p> <p>External Key Contacts: occasional liaison with agencies on a project e.g. providing a data extract for benchmarking.</p> | |

Purpose Of the Role:

The Data Analyst will work closely with the Reporting and Analysis Manager to develop, maintain, and enhance a suite a dynamic suite of interactive Power BI dashboards for AA UK. Beyond the routine reporting tasks, the analyst will conduct tailored analyses, including in-depth campaign performance reviews and valuable insights on supporters or products, all aimed at empowering strategic fundraising decisions.

Main Accountabilities:

Reporting and Analysis

- Proactively engage with stakeholders to ensure reports and analyses are aligned with organisational needs and facilitate data-driven decision making.
- Develop and enhance a suite of Power BI reports that provide decision makers and other stakeholders with the fundraising trends and KPI's they need.
- Monitor reports; check error reporting, refresh times and issues, seeking opportunities to improve model efficiency.
- Invite feedback from and offer support to report users, evaluating user friendliness and seeking ways to make our results more accessible to users with varying levels of data literacy.
- Work with funding teams to plan and deliver campaign/product reviews, integrating existing report results with bespoke analysis to evaluate current performance and inform future fundraising campaigns.
- Lead the proposal of bespoke analysis projects that yield actionable insights.
- Document reporting and analysis solutions.
- Collaborate within the data team to ensure smooth data flow from the CRM to reports via the SQL Data Warehouse, identifying and addressing data issues appropriately.

EXPERIENCE, KNOWLEDGE and EXPERTISE

Essential Criteria:

- Power BI developer skills: data preparation, data modelling, M Query, use of parameters, data source relationships etc. (minimum 1 year).
- Power BI Dashboard skills: Creating measures, DAX functions, visualisations, adding tooltips, drill through, page filtering etc. (minimum 1 year).

- Experience using reporting and analysis to influence and improve data strategy (minimum 2 years).
- Excellent communication skills: confident presenting reports to users of all skills levels; experienced at summarising key points & presenting analysis findings with recommendations to non-technical stakeholders.
- Ability to work alone and collaboratively, planning and prioritising workload to meet deadlines.
- Curiosity and thirst to keep up with new ideas and developments including new Power BI release notes; trying out new functionality and visualizations to hone reporting skills.
- Excellent problem solving skills and attention to detail, especially investigating data inconsistencies, report errors and debugging scripts.
- 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 and 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.

Desirable Criteria:

- Experience working under Power BI Pro licence limitations.
- More advanced Power BI skills for example DAX Query view, calculation groups, query optimisation.
- SQL programming skills for data investigation, quick counts and preparing data for reporting.
- Other MS skills: Excel, SharePoint, Power automate.
- Understanding of direct marketing processes and the charity sector.
- Python programming in a reporting and analysis context.
- Experience navigating Microsoft Dynamics 365 or similar CRM system.
- Knowledge of Google analytics and/or integrating web analytics with CRM (or data warehouse) data for reporting and analysis.
- Experience of living and working in the “Global South”, especially regions where we are funding programmes and projects.
- Experience of working for an INGO.

It is expected that everyone at ActionAid UK will work to support and strengthen our desired culture of being bold, connected, diverse, optimistic, open and respectful through the way they approach and deliver their work by:

- Being accountable and responsible – your individual way of working
- Being innovative and collaborative – how you get things done
- Being empowering and trusting – how you build and sustain relationships.