

Job Description

Job Title:	Charity Impact Analyst
Department:	Communications
Reports to:	Head of Communications
Location:	Head Office, Hammersmith, London
Purpose of the Role:	Responsible for planning, designing and managing projects, tools and reports which enable the charity to review, analyse and evaluate its impact.

Key Responsibilities and Accountabilities:

- 1. Manage projects to deliver and understand Turn2us users by monitoring and measuring their experiences. Identify specific requirements for those that we support and recommend actions to improve our charitable activity.**
 - 2. Project manage the design, development and implementation of a programme of reporting and analysis to measure the impact of Turn2us in accordance with the Turn2us Impact Policy**
 - 3. Lead on the production of quarterly KPI performance reports and analysis**
 - 4. Research and benchmark our impact against similar charities and comparable activities in other sectors**
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Duties:

- 1. Manage projects to deliver and understand Turn2us users by monitoring and measuring their experiences. Identify specific requirements for those that we support and recommend actions to improve our charitable activity.**
 - Create and implement a customer insight strategy that provides insight and analysis into all areas of charitable activity within Turn2us including grant giving, online services, helpline and contact centre services and face-to-face support
 - Set up data capture systems, such as web surveys and reports in CRM databases, and develop data sets in Advanced Excel or CRM database to inform customer profiling and user experience
 - Create analytical reports combining statistical and written data for presentation to colleagues to demonstrate the impact of our services and provide recommendations for improvement where needed
 - Produce monthly statistics on all Turn2us channels and tools using technical expertise such as Google Analytics, CRM databases, suppliers own databases, advanced Excel, Excel macros, and forecasting models

2. Project manage the design, development and implementation of a programme of reporting and analysis to measure the impact of Turn2us in accordance with the Turn2us Impact Policy

- Plan, design, implement and manage technical evaluation plans, commissioning external suppliers as required, to demonstrate and measure the outcomes and impact of our activities
- Audit existing management information reports using technical expertise (of CRM databases and reports), amend and/or refine to reflect development and changes in requirements
- Scope, deliver and present projects and reports to inform colleagues and stakeholders of findings to inform and shape recommendations and opportunities in accordance with our Impact Policy, as well as supporting the development of the policy itself

3. Lead on the production of quarterly KPI performance reports

- Collate data from departments from across the charity in order to create quarterly KPI reports for Turn2us and provide analysis of themes and issues to inform that charity
- Foster a culture of curiosity and sharing for insight into charity impact across the organisation and design and implement initiatives to encourage a greater understanding of, and interest in, all areas of our work
- Produce ad hoc performance reports for projects, campaigns and other requests as needed

4. Research and benchmark our impact against similar charities and comparable activities in other sectors

- Analyse and assess external factors and trends in order to identify potential barriers and opportunities to create impact
- Use research to enhance existing knowledge and benchmark our impact against comparable services and similar charities in order to foster greater collaboration and integration across the support sector

These are the normal duties, which the Charity requires from the position. However, it is necessary for all staff to be flexible and all employees will be required from time to time to perform other duties as may be required by the Charity for the efficient running of the charity. This Job Description is non-contractual. It will be reviewed from time to time and may be subject to change. The post holder will be expected to ensure that their work complies with contractual terms and conditions, the Charity's policies and procedures and key legislation, such as data protection and charity law.

Person Specification

Education:

Necessary:

- Educated to degree level, or equivalent written and analytical skills
- Maths and/or Statistics to A level standard

Skills:

Necessary:

- Ability to plan, prioritise and deliver tasks to agreed deadlines
- Excellent written and verbal communication skills, with an ability to communicate with confidence
- Excellent analytical and numeracy skills with the ability to interpret data in accurate, concise materials and reports
- Interpersonal skills and the ability to build effective, collaborative relationships with individuals
- Ability to influence outcomes with colleagues and key stakeholders
- Ability to use MS office suite; including Outlook, Word, Advanced Excel, Microsoft Project and PowerPoint, CRM databases
- Ability to handle and distil large quantities of data

Knowledge:

Necessary:

- Knowledge and experience of measuring and analysing services and programmes that benefit the public

Desirable:

- Broad knowledge of the scope of the third sector

Experience:

General:

- Experience of demonstrating analytical skills
- Experience of using a range of databases to produce reports
- Experience of working collaboratively with others
- Experience of working within a team

Specialist:

- Experience of project management
- Experience of planning and implementing a range of evaluation programmes
- Experience of research methodology, principles and procedures

Personal Attributes:

- A commitment to high standards of work and customer care
- Highly motivated with an ability to work on own initiative and work proactively in key areas of responsibility
- An understanding and commitment to promote equal opportunities and diversity

- Very high level of intellectual curiosity