Senior Business Intelligence Analyst (Engagement) job description

This job description gives an overview of the kind of work and level of responsibility expected for this role. It's not a complete list of all tasks, and duties may change occasionally. But the overall nature of the job and the level of responsibility will stay the same.

Section 1 - Job details

Job title	Senior Business Intelligence Analyst (Engagement)
Directorate	Corporate Services
Department or team (if applicable)	Strategy and Business Intelligence
Reports to	Business Intelligence Lead (Engagement)
Direct reports	None
Job location	Office based in London with flexibility to work remotely
Contracted hours are agreed locally with line managers	

Section 2 - Job purpose

(Normally no more than 2 or 3 sentences explaining the relevance and purpose of the role)

This role is responsible for delivering advanced, accurate, and timely data segments and selections, and supporting data analysis for MS Society's marketing, engagement, and fundraising initiatives. This role involves developing and enhancing data segments, maintaining data quality, executing data extractions, and developing reports to support planning and evaluation. This role ensures that data-driven insights are readily available to inform decisions and enhance supporter engagement efforts. This role also supports continuous improvement of data processes and collaborates with various teams to achieve MS Society's strategy, providing mentorship and guidance and fostering a culture of data excellence.

Section 3 - Key responsibilities and accountabilities

(Normally between 4 and 10)

	One line description of responsibility or accountability
1	Advanced Data Segmentation and Selections – apply expert knowledge and experience to design and execute accurate and timely data selections for marketing, communications, and fundraising across various channels. Utilise advanced statistical and analytical techniques, including propensity modelling and predictive analytics, to support development of optimised segments and selections. Ensure data selections meet objectives, and data standards and policies.
2	Advanced Reporting and visualisation - create, maintain, and enhance dashboards and reports that provide actionable insights to various stakeholders. Use data visualisation tools (e.g. Power BI) to present complex data in an accessible and compelling manner. Ensure regular reporting on key performance indicators (KPIs) and campaign metrics
3	Strategic and operational optimisation – contribute to the development and execution of engagement and fundraising strategies by providing data analysis and insights. Collaborate with teams across the MS Society (and agencies where applicable) to understand data needs, recommend solutions, and deliver data and actionable insights. Track and report on communication and marketing, engagement, and fundraising performance metrics, providing recommendations for optimisation
4	Data analysis project delivery - ensuring timely and accurate delivery of data analysis projects. Coordinate with internal and external stakeholders to gather requirements and define scope. Ensure data projects align with relevant data strategies and data management frameworks practices
5	Data quality – contribute to efforts to maintain and update databases, ensuring data integrity and accuracy, conduct regular data audits to identify and resolve data quality issues, support data cleansing and enrichment activities to enhance data quality
6	Continuous Improvement - identify opportunities to improve data selection processes, and analysis and reporting methodologies. Stay updated on best practices in data analysis and BI tools. Participate in training and development activities to enhance skills and knowledge
7	Mentorship and development - provide mentorship and guidance to stakeholders, fostering a collaborative and learning-focused environment. Share knowledge of data techniques and best practices to enhance capabilities

Section 4 – Dimension of the role

Resources	Data tools, and reports and dashboards
Staff or volunteers	None
Budget	
Key relationships	Cross-organisational, working closely with teams that deliver external communications, marketing, engagement, and fundraising activities for all audiences
Information security and data governance	Responsibility for undertaking relevant actions and responsibilities according to the role assigned by the MS Society.

Section 5 – Key deliverables

	Measures of success
1	Optimised data segments and selections for marketing, communications, and fundraising
2	Ongoing automated and ad-hoc analysis, reports, and dashboards
3	Continuous improvement of processes and data methods

Section 6 – Competencies

Competency	Level required (see below)	B	E	A	T
Fosters co-production	**2**		**X**		**X**
Open to change and innovation	**3**	**X**		**X**	
Sound decisions	**3**		**X**	**X**	
Collaborative working	**2**				**X**
Effective communication	**3**			**X**	**X**
Outcome focussed	**3**	**X**			**X**
Inclusivity	**2**				**X**
Accountability	**3**	**X**	**X**	**X**	**X**
Tech savvy	**3**	**X**		**X**	

Level	Description
5	**Strategic** Has a broad and advanced understanding of the organisation's policies, procedures, and how things work across the MS Society, or has deep expert knowledge in a specific area. Shares expert advice on topics related to MS and represents the MS Society in public or external settings. Clearly explains the organisation's vision and strategy in a way that others can understand and act on. Makes important decisions that have a big impact and ensures the right resources are in place to support them.
4	**Expert or recognised authority** Shows expert knowledge and strong leadership, influencing others in a positive way. Colleagues regularly perform tasks at a high level, instinctively understanding what needs to be done, how it affects other areas, and how it can be improved for the MS Society's benefit. They have deep expertise and focus on developing their skills. They're the go-to person for advice and are known for their knowledge, using their experience to tackle new challenges. They are responsible for managing significant resources, like people and budgets, related to their work.
3	**Complex** These roles may or may not involve managing others, but they require using experience or professional knowledge to handle complex information or raw data. The work often involves solving unusual problems by using your own judgment, without needing instructions. You'll also need to work with others to overcome challenges and achieve results across different teams or departments.
2	**Enhanced** These roles may or may not involve managing people, but they are responsible for handling cases and providing face-to-face services. Or managing internal or external processes and people (including volunteers). People in these roles understand how their team or function works, help build good relationships inside and outside the organisation, and work together to achieve results. They use their knowledge to organise and manage tasks and processes, solve everyday problems, and help improve the way things are done..
1	**Foundation** People in these roles contribute to the MS Society without any responsibility for managing processes or people. People in these roles understand what's needed for their job and how it fits with other roles and tasks. They know what needs to be done and have the skills and ability to complete those tasks.

Section 7 - Qualifications and training

(List qualifications and training needed for this role)

Qualification or equivalent	
Internal training	
Other professional training or qualifications	

Section 8 - Person specification (knowledge, experience, skills and attributes needed for the job)

Essential requirements will be tested at application stage (A) and used as shortlisting criteria for deciding who will be invited to interview. There should be no more than 7 essential shortlisting criteria.

Requirement	Essential	Desirable	Tested*
Proven experience in a data analysis or similar role, providing marketing data selections and analysis	X		AIP
Technical expertise in data analysis, manipulation, and visualisation using tools, including SQL, FastStats, and Power BI.	X		AITP
Experience in applying advanced analytics techniques on large complex datasets, such as propensity modelling, predictive analytics, and segmentation to optimise fundraising, marketing, and engagement strategies. Including, skills in using predictive models to forecast donor behaviour and identify prospects.	X		AIP
Attention to detail and commitment to data accuracy	X		AIP
Effective communication skills, with the ability to present data findings clearly	X		AIP
Knowledge of data governance and privacy regulations (e.g., GDPR)	X		AIP
Familiarity with marketing, communication, and fundraising processes	X		AIP

*Tested – A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1s and PDR)

Section 9 – Other information and requirements

Confidentiality	Make sure sensitive or personal information is kept private and only shared with the right people. All information must be handled according to GDPR and other relevant laws and rules.
Equality, diversity and inclusion	Make sure all your work supports our commitment to equality, diversity, and inclusion. As a charity focused on helping disabled people, we expect everyone to be open-minded and creative in finding and removing any barriers that might affect disabled people, including colleagues, who work with us.
Health and safety	Help create a safe working environment by following all health and safety rules and completing any required training.
Safeguarding	We're committed to safe and responsible recruitment. We aim to protect the wellbeing of children, young people, and vulnerable adults, and we expect all staff and volunteers to support this. Background checks and a Disclosure and Barring Service scheme check **will not** be required for this role.
Digital, data and Technology	Use technology confidently to do your job, including internet voice and video calls, Microsoft Office, the MS Society intranet, HR and finance systems, case management software, and other MS Society tools and apps.
Unusual specific physical or mental demands associated with the role	None
Travel requirements	To and from Office
Unsocial hours	When necessary

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