Amnesty International UK

JOB TITLE	Marketing Analyst (Digital)
TEAM	Data Team (Data Analysis)
DEPARTMENT	Corporate Services
REPORTS TO	Head of Data & Insight
SCALE	C
HOURS PER WEEK	35

OVERALL PURPOSE OF THE JOB

The Marketing Analyst (Digital) is responsible for providing the insight, reporting and learnings to evaluate the effectiveness and inform the direction of AIUK's digital marketing and campaigning activities, to ensure we can maximise engagement, campaign impact and financial return. The role is also responsible for managing the supply of data selections for email and digital marketing campaigns.

MAIN RESPONSIBILITIES:

1. To be part of the team providing the data analysis, data selections and reporting necessary for the delivering, monitoring and evaluation of Amnesty International UK's marketing, campaigning and communication activities.

2. Provide analysis of all Amnesty International UK's digital campaigning, marketing, and fundraising activities to agreed timescales and specification.

3. Develop and maintain reporting and dashboard solutions to monitor digital marketing activity and inform decision making at a tactical and strategic level.

4. To be responsible for the timely and accurate selection of data for email marketing and digital activities. This will be fulfilled in line with agreed service levels.

5. Work closely with the Communications and Engagement Team and Fundraising Teams to feed in timely and actionable insights to inform their strategies and to support their real-time testing programme to optimise both user experience and financial return on investment.

6. To liaise with the relevant internal teams, and external suppliers to ensure that any analysis tools and reports are regularly and accurately updated or created Internally or proposed to the Head of Data and Insight should a gap exist.

7. To ensure that all analysis and profiling work undertaken is maintained in a central repository allowing for ease of location and reference.

8. As part of the Data Analysis team, participate in improving and developing team processes and adopting best practices, including sharing skills and knowledge within the team

9. To work with the Supporter Communications Team in maintaining the quality and integrity of data recorded about supporters on the AIUK supporter database, investigating any data queries that might arise as a result of a data selections issue

10. To allocate the reference codes which enable the efficient integration of digital platforms with Amnesty International's central CRM database, and support effective attribution of digital marketing activity.

11. To manage, influence and document supporter journeys and to ensure that all documentation for processes or procedures are kept-up-to-date and developed for all ongoing selections.

12. To interpret and analyse statistical reports and make recommendations that will enable stakeholders to improve their digital marketing and communication activities.

13. To ensure that supporter data is held and processed in accordance with Data Protection legislation and best practice.

14. To work with the Head of Data & Insight as required to develop and achieve the team mission, objectives and plans, including participation in team meetings.

15. To deliver all aspects of this job description in accordance with AIUK's Equal Opportunities Policy.

16. To take responsibility for their own health, safety and welfare, comply with AIUK H&S policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public.

17. To undertake other duties which are in line with the general level of responsibility of the post. Applying project Management skills when necessary.

PERSON SPECIFICATION
Marketing Analyst (Digital

ESSENTIAL CRITERIA	
Experience	Experience of undertaking analysis and reporting of digital marketing campaigns
	Experience of statistical analysis within a digital marketing environment
	Experience working with relational databases, digital marketing platforms and a range of data analysis tools and techniques
Skills and knowledge	Highly numerate
	Ability to communicate statistical or technical findings in an easy-to-understand manner to stakeholders in the organisation.
	Good verbal and written communication skills
	Ability to use MS Excel & MS Access to an advanced level.
	Ability to use MS SQL to an advanced level
	Ability to use R, SPSS, SAS or similar statistical analysis tools
	Ability to work in a methodical manner with excellent attention to detail.
	Knowledge of data architecture
	Understanding of the Data Protection Act / GDPR and all relevant legislation
General	Flexibility and ability to move between tasks
	Ability to work in a team to achieve shared objectives
	Ability to work to tight deadlines
Amnesty's aims and objectives	Understanding of and commitment to the aims and objectives of Amnesty International
Equal Opportunities	Understanding of and commitment to Equal Opportunities
DESIRABLE CRITERIA	
Experience	Experience of working with external agencies and suppliers
	Digital marketing or database marketing experience in the not-for-profit sector
Skills and knowledge	Knowledge of the CARE relational database
	Understanding of budgets