Alzheimer's Society

Supporter Selections Analyst

Job description

Together we are help and hope for everyone living with dementia



Who we are

Dementia is the UK's biggest killer. One in three people born in the UK today will develop dementia in their lifetime.

At Alzheimer's Society, we're the UK's leading dementia charity and the only one to tackle all aspects of dementia by giving help and hope to people living with dementia today and in the future. We give vital support to people facing the most frightening times of their lives, while also funding groundbreaking research and campaigning to make dementia the priority it should be.

Together with our supporters, we're working towards a world where dementia no longer devastates lives.

Our values

Our values tell everyone who we are as an organisation.

Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us of what we all stand for.

Our values are evident in everything we do, how we do it and how we work together.

These are not just words on a wall, we live these every day in all our work. We are determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



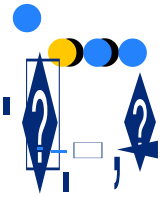
Determined to make a difference

We're passionate,we're focused andwe make a lasting impact for everyone living withdementia



Trusted expert

We'relistening, we're learning and we use experience and evidence.



Better together

We're open,we combine our strengths and we achieve more together.



Compassionate

We'rekind,we're honest andwe don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

Supporter Selections Analyst

Position in the organisation

Reports to the Supporter Selections Manager
Member of our Omnichannel Team in the Brand, Marketing & Comms Department.
Part of our Income & Engagement directorate.

Purpose of this role

At Alzheimer's Society we are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialist and so much more. We are volunteers, we are employees, and together we are here to make a difference to the lives of people with dementia and their carers.

As one of a team of two Supporter Selections Analysts and a Supporter Selections & Automations Exec, you will deliver targeted data selections for Alzheimer's Society supporter warm communications. You will optimise future support and work with colleagues to provide an excellent supporter experience to retain and grow our audiences. As a trusted expert and a critical friend to Income & Engagement and other colleagues, you will play a crucial role in deepening understanding of Alzheimer's Society's supporters, particularly in relation to their next best action. You will draw on campaign results, data models and other sources of insight to enable colleagues to test hypotheses and innovate in order to drive satisfaction, loyalty, and sustainable growth across Alzheimer's Society's audiences.

We are looking for someone who exemplifies our values, someone who is: Determined to make a difference when and where it matters most. A trusted expert who believes in working Better together and demonstrates true Compassion.

Key accountabilities and responsibilities

- Delivers targeted data selections for marketing activities for direct mail, telephone, email, SMS, and social media channels.
- Fosters curiosity and a deeper understanding of audiences and data structures with Income & Engagement colleagues through clear communication and insight.
- Uses insight and available model scores to improve and enhance audiences across selections and automations.
- Collaborates with Income & Engagement and other colleagues across the organisation, at all levels, to support decision-making for data selections.
- Works with the Journeys Manager and Campaign Reporting and Optimisation Manager to ensure data selections for each audience segment and communication reflect the latest insight and agreed comms approach.
- Works alongside our Apteco partner to highlight process improvements to continuously refine and strengthen our selections process and provide the best possible stewardship solution.
- Implement quality control processes to ensure that relevant suppressions and selection rules are followed, with responsibility for the accuracy of their data selections.

- Collaborates with the other members of the Omnichannel Team and wider Income and Engagement stakeholders to communicate, deliver and adhere to our communications guidelines.
- Collaborates with the Journeys Manager and teams across Income & Engagement to deliver stewardship requirements through exploring the use of PeopleStage as the most appropriate and effective automations tool to optimise engagement and supporter experience.
- Support the Journeys Manager in collating communications and journey maps to facilitate an overview of communications for each audience segment for timely review and optimization.
- Ensure that Automation Briefing documents and journey timeline documentation is kept up to date to ensure an accurate overview of all product-led journeys.
- Ensure data is processed in a way which is compliant with Data Protection (GDPR), Telephone Preference Service, Mailing Preference Service, and other legislative/best practice requirements.

We are looking for someone who can...

- Manage differing deadlines with careful planning and scheduling.
- Collaborate, communicate and negotiate effectively with stakeholders and peers to deliver complex data selections and stewardship comms.
- Understand how to manage and navigate Communications Plan delivery alongside project timelines and tasks.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Adhere to all the Society's service standards, policies and procedures.
- Work in a manner that facilitates inclusion and diversity.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted on the services database or other systems in accordance with deadlines.

Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Highly skilled in the use of Apteco FastStats (or similar)	A/I
Experience of Apteco PeopleStage campaign planning and management tool (or similar)	A/I
Highly skilled in the use of Excel to manipulate, manage and analyse data	A
Extensive experience of using large contact management databases and database selections	A
Demonstratable experience of task management and prioritisation	A/I
Knowledge of Data Protection regulation	A
Extensive experience of developing successful relationships with stakeholders	I
Excellent written and presentation skills, with the ability to communicate information to a broad range of audiences	I
A proven self-motivator	A
Good level of education ('A' level or equivalent) and/or relevant experience in a data or marketing role	A
Qualified in a statistical or marketing discipline	A
Adopts an innovative approach to problem-solving	A/I
Excellent project management skills, including experience in managing complex projects with multiple stakeholders	A
Encourages positivity and has an optimistic approach to work	A
Experience of using insight to design customer journeys, marketing campaigns and communications	A
An understanding of customer journeys	A/I

Competencies & personal attributes	Application (A) or interview (I)
Be a proficient team player, supporting colleagues when there are deadlines.	A/I
Be an effective and respectful communicator, with the ability to discuss requirements and explain data in a shared understandable way.	A/I
Ability to ask for help and have a solutions-first approach to problem solving.	A/I
Be a self-starter and incredibly motivated.	A
Excellent organisational and timekeeping skills.	A/I
Excellent attention to detail.	A/I
Non-judgmental communication	I
Commitment to and understanding of equal opportunities	A
Understanding of the inclusion agenda and its relevance within a diverse society	A

Criminal Record Check

This post may be subject to a satisfactory Criminal Records Check, from either the Disclosure and Barring Service (England & Wales), Disclosure Scotland Check (Scotland) or AccessNI (Northern Ireland). Please select the level of Check required for this role:

Basic ☒

Enhanced ☐

Not Applicable ☐

Candidates - If you require further information regarding Criminal Records Check, then please contact: careers@alzheimers.org.uk

Hiring Managers - If you require further information regarding Criminal Records Check for this role, then please contact: Employeesupport@alzheimers.org.uk

Our benefits



Financial Security

- Group Personal Pension Plan with Scottish Widows - with up to 8% employer contribution rate
- Life Assurance Scheme - two times your annual salary
- Society Plus and Smart Spending App - giving you unbeatable savings at hundreds of retailers



Health & Wellbeing

- Health Cash Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Financial support towards relevant professional qualifications



Family & Dependants

- Enhanced family leave - 16 weeks paid for all parents
- Paid time off work for fertility treatments for both partners
- Paid carers leave
- Paid dependants leave
- Paid compassionate and bereavement leave
- Paid time off work to support those transitioning



Recognition

- Annual people awards
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



Work Life Balance

- Annual leave of 27 days increasing to 30, plus bank holidays
- Career breaks of up to 3 months
- Flexible working
- Wellbeing leave