



Sands  
Application Information

**Data Analyst**

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October 2023

# About Sands

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Sands exists to save babies' lives and ensure that anyone affected by pregnancy loss or baby death receives the support and care they need.

Sands provides bereavement support services both nationally through its Freephone helpline, mobile app, online community and resources, as well as locally through a network of more than 100 regional support groups based across the UK and run by trained befrienders.

Sands works in partnership with professionals, trusts and health boards and offers a range of training programmes and bereavement care resources to ensure that every bereaved parent and family receives the best possible care wherever they are in the UK.

Sands promotes improvements in policy and practice and supports research to better understand the causes of deaths and save babies' lives.

Sands raises awareness of baby loss and works with government, key influencers and other stakeholders to make reducing the number of babies dying a priority nationally and locally.

Since 1978, Sands has grown into a UK-wide charity with a powerful vision shared by dedicated supporters, healthcare professionals, partners, staff and bereaved parents and families.

Sands has grown its income by more than double since 2019 to £7m and, as part of our strategic plan, is focusing on how we can make the biggest difference to the lives of bereaved families and save babies' lives. To find out more, visit [www.sands.org.uk](http://www.sands.org.uk)

Our vision at Sands is for a world where fewer babies die and anyone affected by the death of a baby receives the best care and support for as long as they need, wherever they live in the UK.

Join us and help create a world where fewer babies die.

# Sands Staff Benefits

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## Annual Leave

Staff receive 28 days annual leave per annum pro rata, plus bank holidays. Staff will be required to take 3 days annual leave during the period between Christmas & New Year.

## Employee Assistance Services

As part of its commitment to employee wellbeing, Sands offers all Staff access to the Bupa employee Assistance service which offers free and confidential counselling and wellbeing support. Support is available on a range of issues including legal, financial, emotional, health, and work-related concerns.

## Sands Cycle to Work Scheme

Sands has teamed up with Cycle Solutions to provide a Cycle to Work Scheme, which you can join to make considerable savings on the cost of a new bike and equipment.

## Sands Pension Scheme

Subject to eligibility, you will be automatically enrolled into the Aviva Personal Pension scheme as soon as your employment commences. You can decide whether to remain in the scheme and/or make additional voluntary contributions if you wish.

## Life Insurance

All Staff are covered by a Life Insurance Policy which pays 3 x annual salary to nominated beneficiaries. Staff also have access to Canada Life's WeCare wellbeing platform including 24/7 online GP, mental health counselling and financial and legal support. Additionally Staff have access to Bereavement Counselling and a Probate Helpline.

## Flexible Working

All Staff can apply for flexible working with effect from their first date of employment.

## Maternity Pay

Staff on maternity leave are paid their full salary for the first 26 weeks of their period of leave.

## Leave for the Death of a Baby or Pregnancy Loss

Any member of Staff affected by the death of baby or pregnancy loss will be granted leave paid at their normal salary, regardless of the type of loss.

## Sands is a vibrant, growing charity!

With a clear strategy, Sands is repositioning as a learning, developing organisation which aims to achieve excellence through people and offers a collegiate, collaborative working environment – making it an especially exciting time to join the charity.

**Sands is an inclusive and diversity-friendly employer. We are committed to promoting equality, valuing diversity and working inclusively. We welcome and encourage applications from people of all backgrounds and do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion, sexual orientation, age or any other category protected by law.**

# About the role

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Sands is looking to recruit a Data Analyst. This is a new, exciting role which will enable us to achieve our objectives in leveraging data to support evidence-based decision making.

With a focus on enabling the Income and Engagement teams to maximise fundraising opportunities, the post-holder will utilise data and analytics to support these teams in achieving their fundraising goals.

Additionally, you will assist the Head of Technology, Data and Insight and the wider Data Team to review and document Sands' data and insight requirements to ensure the income processing workflow/processes are capturing the required data to derive meaningful insight.

With significant experience of data analytics (ideally within the charitable sector), you will be highly organised and be able to effectively manage your workload and meet tight deadlines.

You will have the ability to understand technical requirements and dependencies. Previous experience in data warehousing and ETL would be advantageous.

An excellent all-round communicator, you will be able to demonstrate a high standard of problem-solving ability and commercial awareness.

## To apply:

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Please submit your CV, together with a supporting statement that demonstrates how you meet the criteria in the person specification to [recruitment@sands.org.uk](mailto:recruitment@sands.org.uk). Please also complete the Diversity and Equality Monitoring Form and send this with your application.

**Closing date for applications : 22<sup>nd</sup> October 2023**

As we have limited staff resources we are unable to provide candidates with feedback about their applications. **Interviews will be held online.**

# Job Description

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<b>Job Title:</b>	Data Analyst
<b>Responsible to:</b>	Head of Technology, Data and Insight
<b>Location:</b>	Working at home
<b>Contract:</b>	Permanent
<b>Salary:</b>	£45,000 per annum plus £312 Home Worker Allowance per annum.
<b>Hours:</b>	Full Time – 35 Hours per Week (9.00am – 5.00pm, with 1 hour unpaid lunch break)

## **Purpose of Job:**

As Data Analyst you will play an important role to enable the organisation to achieve its objectives leveraging data to support evidence-based decision making.

Focused on enabling the income and engagement teams to maximise fundraising opportunities, your role would involve utilising data and analytics to support these teams in achieving their fundraising goals.

You will assist the Head of Technology, Data and Insight and the wider Data Team to review and document the organisations data and insight requirements to ensure the income processing workflow/processes are capturing the required data to derive meaningful insight.

You will have the ability to understand technical requirements and dependencies. Previous experience in data warehousing and ETL would be advantageous.

## **Main Responsibilities**

- **Data-driven Fundraising Strategies:** You would collaborate closely with the income and engagement teams to develop data-driven fundraising strategies. By analysing donor data, fundraising trends, and market insights, you can identify new fundraising opportunities, target specific donor segments, and recommend effective fundraising tactics.

- **Donor Segmentation and Targeting:** Using data analysis techniques, you would segment the donor base into groups based on various factors such as giving history, demographics, interests, and engagement levels. This segmentation enables personalised and targeted fundraising approaches, tailored communication strategies, and customized appeals to different donor segments.
- **Prospect Research:** Conducting thorough research on potential donors and identifying new funding prospects is an important part of your role. You would analyse external data sources, conduct wealth screenings, and leverage predictive modelling techniques to identify individuals, foundations, or corporate entities with a high likelihood of being receptive to the charity's cause.
- **Performance Analysis:** You would monitor and analyse the performance of fundraising initiatives and campaigns. This includes tracking key metrics, such as donation amounts, donor retention rates, response rates, and campaign effectiveness. By analysing the data, you can identify successful strategies and areas for improvement, allowing the income and engagement teams to optimize their efforts.
- **Data-driven Decision Support:** Your analysis and insights would provide decision support to the income and engagement teams. You would generate reports, dashboards, and data visualisations that highlight the performance of different fundraising activities, identify fundraising trends, and provide actionable recommendations to enhance fundraising outcomes.
- **Data Integration and Systems Enhancement:** You would work with the charity's Technology and Data teams to ensure effective integration and utilisation of fundraising and donor management systems. By collaborating on data architecture, system enhancements, and data quality assurance, you can ensure that the income and engagement teams have access to accurate and relevant data for their fundraising activities.
- **Testing and Experimentation:** You may support the income and engagement teams in designing and executing A/B tests and experiments to optimise fundraising strategies. By conducting controlled tests on variables such as messaging, campaign timing, or donation forms, you can help identify the most effective approaches to maximise fundraising outcomes.

- Training and Capacity Building: Sharing your data analysis expertise and insights with the income and engagement teams is crucial for their success. You may provide training sessions, workshops, or resources to enhance their data literacy, enabling them to independently analyse and interpret data for their fundraising efforts.

## **General**

- To work flexibly and proactively with stakeholders.
- Maintain the security and confidentiality as required at all times.
- Maintain an up to date knowledge of current activities within Sands and be an advocate of the Sands brand at all times.
- Undertake all mandatory training as required and abide by all Sands Policies and Procedures.
- Participate in periodic appraisal and personal development review.
- The post holder must familiarise themselves with matters relating to Health & Safety Management, as affecting themselves, their department and the organisation as a whole.

**This job description is not contractual and is liable to change over time**



# Person Specification

Importance	Criteria	Assessment
Essential	Significant experience of data analytics and related experience, ideally within the charitable sector.	Application and interview
Essential	Data Analysis and Interpretation: The ability to analyse and interpret complex data sets. This includes understanding statistical concepts, using analytical tools, and drawing meaningful insights from data.	Application and interview
Essential	Statistical Knowledge: A solid understanding of statistical techniques. This includes knowledge of probability theory, hypothesis testing, regression analysis, and other statistical methods commonly used in data analysis.	Application and interview
Essential	Data Visualisation: Being able to effectively visualise data for communicating insights to stakeholders. Skilled in creating charts, graphs, and interactive dashboards to present information in a clear and compelling manner. Experience with Microsoft PowerBI desirable.	Application and interview
Essential	SQL and Database Knowledge: Proficiency in SQL (Structured Query Language) is important for extracting and manipulating data from databases. Understanding database, data lake, data warehouses and data modelling concepts and being able to write efficient queries.	Application and interview
Essential	Programming Skills: Knowledge of languages like Dax, Python or R to automate tasks, perform complex data transformations, and develop analytical models.	Application and interview
Essential	Excellent communication skills, using good listening skills, curiosity, empathy, tact to build positive relationships	Application and interview
Essential	Critical Thinking: Strong critical thinking skills to identify patterns, spot anomalies, and evaluate the validity of results. Ability to think logically, ask relevant questions, and approach problems with a systematic and analytical mindset.	Application and interview
Essential	Problem Solving Abilities: Experience solving complex business problems using data-driven approaches. Ability to break down problems, develop hypotheses, design experiments, and propose data-driven solutions.	Application and interview
Essential	Communication Skills: Strong communication skills to effectively convey findings and insights to both technical and non-technical audiences. This includes the ability to explain complex concepts in simple terms, create compelling visualisations, and tell a coherent data-driven stories.	Application and interview
Essential	Empathy with Sands' aims, and comfortable working within a bereavement environment and talking to bereaved people	Application and interview

Essential	Ability to cope with demanding situations and work to tight deadlines	Application and interview
Essential	Maintain a high level of confidentiality regarding sensitive and confidential information	Application & interview
Desirable	Experience of working in a charity with a strong local group or branch structure, understanding of working within the charity sector	Application

## Core Competencies

<b>Importance</b>	<b>Criteria</b>	<b>Assessment</b>
Essential	Effective verbal communication both on the telephone and in person	Application and interview
Essential	Ability to cope with demanding situations, work to tight deadlines, manage multiple high priority work streams simultaneously and problem solving skills	Application and interview
Essential	Ability to solve problems creatively	Application and interview
Essential	Good interpersonal skills including team working, negotiation and leadership skills	Application and interview
Essential	Strong organisational skills, budget management and numerical analysis	Application and interview
Essential	Commercial awareness, supplier and agency management	Application and interview
Essential	Ability to monitor and maintain own standards	Application and interview