Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the post holder.

Job title: Reporting and Insight Analyst

Department/Division: LSE Philanthropy and Global Engagement Division (PAGE)
Accountable to: Head of Systems and Data

Background:

The **London School of Economics and Political Science** (LSE) is entering an exciting period in its 125-year history. LSE 2030 will deliver a new strategic direction that will preserve and build on LSE's status as a world leading social science university that educates brilliant minds and creates knowledge that can transform global societies for a global impact.

LSE is currently in the leadership phase of a major philanthropy campaign to underpin the LSE 2030 goals and to help shape the world in the process. Almost 50% of our Campaign goal has been raised in nearly three years and there is huge momentum building as we prepare for our Campaign public launch.

The LSE **Philanthropy And Global Engagement Division** (PAGE) serves, engages and works in partnership with alumni and friends, staff and students, volunteers, donors, global partners, organisations and the wider community to further the strategic aims of the School. These reciprocal relationships increase engagement with LSE across the world and increase philanthropic income and strategic partnerships for agreed School priorities.

Within PAGE, the **Alumni, Supporter Engagement and Operations** (ASO) function is responsible for delivering a holistic and integrated programme and infrastructure which enables LSE's community of alumni, donors, volunteers, partners and other friends to have a meaningful and enduring relationship with the School in support of strategic LSE goals. The team of c40 is led by the PAGE Operational Director/Director of Alumni and Supporter Engagement, Deputy Director of Operations, and Deputy Director of Alumni and Supporter Engagement.

ASO sits beside the other functions within PAGE **of Development** (philanthropy), **Corporate Engagement**, and **Global Academic Engagement**.

Within ASO, the Operations team is responsible for providing an effective infrastructure for philanthropy and engagement programmes. It consists of two main functions: **Systems and Data**, and **Income Management and Services.**

The **Systems and Data** team comprises a Head, Business Analyst, Technical Analyst, Data Officer, two Data Assistants, and this Reporting & Insight Analyst. It is responsible for providing systems, data and insight that enable and inform philanthropic and engagement efforts.

Job Summary:

The Reporting and Insight Analyst will be responsible for proactively engaging with and supporting PAGE teams to use data to meet their strategic goals.

The post holder will work closely with the Business Analyst and Support & Data Officer to deliver strategic analysis and insight projects across the division by handling data-extractions, delivering analysis, and

reporting. In particular, the post holder will also work closely with the Marketing Manager (Regular Giving) on the provision of data support for regular giving appeals, providing datasets and segmentation.

LSE currently uses Ellucian Advance Web Access as its fundraising and alumni engagement CRM but will be migrating to Salesforce NFP over the next 12 months.

Duties and Responsibilities

Reporting
- Utilise business requirements gathered by the Business Analyst to develop interactive reports and dashboards to monitor KPIs, campaign and management information, and to enable individual teams to monitor and report on performance
- Communicate insight, findings, technical information and recommendations in a way that is easy to understand to a non-technical audience, including, where appropriate, data visualisations using tools such as Tableau.

Marketing Campaigns
- Utilise knowledge of the data held within the CRM and supplemented by insight into industry best practice, to provide expert advice on data selections for fundraising appeals
- Create the datasets and segmentation plans required for mass communications
- Support the flow of data back into the CRM by ensuring all meaningful information that can enrich future analysis is captured.

Analysis and Insight
- Develop, test and maintain a suite of propensity and engagement models that drive data selections for marketing campaigns
- Review performance of marketing campaigns with effective data analysis to help inform new approaches for future campaigns and identify new audiences
- Deliver one-off strategic analysis and insight projects such as supporter journey mapping
- Prepare submissions for benchmarking surveys and undertake detailed analysis of the results to identify trends and engage with high performing institutions to gain insight into innovative activity and recommend how LSE could benefit from this knowledge.

Ad-hoc data requests
- Manage and deliver ad -hoc data requests, including FOI requests.
- Supported by the Business Analyst's triage process and strategic direction provided by the Head of Systems and Data, ensure that ad-hoc requests are prioritised effectively and aligned with PAGE strategic priorities.

Other
- Identify technical issues and opportunities to improve systems for processing, managing and analysing data
- Maintain awareness of data and insight activities elsewhere in LSE to ensure PAGE is considered in such activities
- Develop an external network of contacts in the HEI and charity sectors for insight best practice
- Act as a champion to promote the effective use of data, good data practices, and opportunities to improve data quality.
- Participate in School-wide and PAGE projects to implement new systems and reporting technologies
- Support and work collaboratively with colleagues in PAGE to ensure data usage is compliant with LSE policies and statutory GDPR data protection, and other relevant legislation.

Note
The LSE has a progressive pay structure that rewards you with annual pay increases up to a certain level as you develop in your role. We also provide for further reward past this point in the form of further pay increases based on exceptional performance.

Flexibility
To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the demands of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate.

Equity, Diversity and Inclusion (EDI)
LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil partnership, pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.

Ethics Code
Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's Ethics Code and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's Effective Behaviours Framework is designed to support this Code. It sets out examples for the six behaviours that all staff are expected to demonstrate, these can be found on the following link: click here

Environmental Sustainability
The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy.