



Data and Analysis manager

Come and join the only specialist supporter loyalty agency... in the world

28th February, 2024

1. About Loyalty

About Loyalty exists to enable charities to change the way they engage with their supporters, helping them inspire supporters to support for longer - and for those supporters to feel better about themselves when they do. In short, we're making the supporter experience better for people all around the world.

*Companies measure and value customer loyalty. It has been proven to drive profits.
Every charity should measure supporter loyalty. It has been proven to drive impact.*

The outcome of what we do? Happier, more loyal supporters and charities with more to spend on making the world a better and fairer place.

About Loyalty's unique research has proven that growing *loyalty*, the emotional connection that supporters feel towards the charities they support, in turn grows long term support. And our research has also shown *what* creates this loyalty, uniquely, for different supporters and different charities.

Our purpose is to give every charity the insights to help them to create better experiences, the support to make changes based on this insight, and the tools to measure the impact of these changes. At the heart of all we do is our determination to understand the emotions that drive supporters to give, to volunteer and to campaign for the causes and charities that they care passionately about.

Our passion is to constantly seek to learn more about why supporters choose to support the charities they do, what they need and expect from the charities they support, and how they can feel excited about the change that they are enabling in the world. We do this with individual charities and for the entire sector.

Does that inspire you? Do you share our purpose and passion? Does the idea of getting stuck into our huge data sets generated through our research - and leading to ever-growing insight - excite you? If so, then come and join us and make a better world.

We are a small team with ambitious aims. Our insights and expertise are helping charities to create happier donors and generate greater income. This is a rare opportunity to work for a company that is changing the way in which individual charities, and the sector as a whole, view supporters and grow support.

2. Your role

We have spent the last (nearly) ten years at About Loyalty establishing a solid foundation of insights that describe the relationship between how supporters feel and how they behave. Using this, we help charities to measure and grow loyalty, and grow support.

At the heart of everything we do lies supporter insight. And data makes this tick.

Data is the lubricant that makes our services run efficiently...

... **analysis** is the spark that creates the insights...

...and **reporting** provides the catalyst for change in charities and across the sector.

We use data to help charities understand and measure the emotional connection that supporters have with them - the emotional feeling of support or allegiance, which is what we refer to when we talk about '*loyalty*'.

This role will work directly with our charity clients around the world, managing their data and analysing their research to effectively and efficiently create and deliver the insights and measures that drive their strategies.

We're looking for someone who is as excited about this data set, built of ten years, as we are, and will help us unearth new insights. We're looking for someone who is always asking questions - pushing us and our clients to test more and learn more. We're looking for someone who takes enormous pride in managing data processes securely and efficiently. And we're looking for someone who can identify what charities need and develop new analysis and reporting services for them.

The insight you will be generating will help our charity clients, and the whole sector, to create better supporter experiences, to create greater supporter engagement and value and, ultimately, to make the world a better and fairer place.

If this sounds exciting, come and join us and make a difference.

3. Key tasks

You will be playing a key role in helping charities to understand what drives their supporters' loyalty, measure this loyalty, and then take action to grow it.

3.1. Data analysis

You will be analysing data to create insights and make recommendations:

- Each time we run The Chase Index (see Appendix on page 7) we generate new data. You will be responsible for analysing this data to draw out client insights and sector trends.
- You will run bespoke data analyses on individual clients' data.
- You will explore new analysis methodologies and opportunities (for example, how can AI increase our insights?) to constantly be driving forward our analysis capabilities.

3.2. Design and manage data processes on behalf of us and clients

You will create and manage processes for managing data, including Personally Identifiable Information, on behalf of clients:

- You will select and oversee sub-contractors who provide data services to clients.
- You will review and implement changes to our data security processes, including working with sub-contractors.
- You will liaise with clients to manage data processes.

3.3. Reporting

Insight is worthless until it is shared with those responsible for making plans with it:

- You will create reporting tools and portals to allow charities and us to access standard reports and insights.
- You will create reports for all members of The Chase Index.
- You will create bespoke reports for all our research projects.

3.4. Developing new products and services

We want to constantly improve and increase the services we can offer to clients:

- You will lead on developing the data-led services we currently offer.
- You will identify opportunities to offer new data-based products and services to clients.
- You will identify specific needs for individual clients.

- You will develop our existing products (especially The Chase Index and Chase Lite) to improve the value of them to members.
- You will stay abreast of related developments and monitor other sectors for services that they offer which will be relevant to our clients.

4. About you

Experience and attitude are both important to us.

4.1. Essential experience and skills

You will be an experienced data analyst with a proven track record of providing analysis and insight to help drive data-driven decisions within a charity or other organisation. You will be proficient in the use of data analytics tools and software, as well as proficient in utilising data visualisation tools /applications such as power BI, Tableau or similar.

You will have good experience of working with large and complex datasets, and using tools at an advanced level to do so. And you will have a good knowledge of data protection legislation as well as experience of managing secure data storage and transfer environments and processes.

You should be confident in creating reports, drawing out key insights and presenting these to different audiences in an inspiring, concise, practical manner.

4.2. Essential personal traits

Just as important as the experience you bring will be your thirst for knowledge.

You will be the sort of person who is excited to get stuck into a data set and ask what else we can learn from it.

And you'll be the sort of person who is constantly monitoring all sectors to bring new ideas that can grow or change our understanding, so that we can improve how we support charities.

You should also have a passion for charities and for supporters. And for how data can lead strategic decision making. You'll be as passionate about how the charities will use our insights as the insights themselves – that's how we make sure that the insights that we generate are always practical and the recommendations we make are always actionable.

Finally, and this probably goes without saying, you'll need excellent project management skills and an attention to detail. Our projects involve working with large and complex data sets across multiple charities with a lot of moving parts. And 100% accuracy is essential. You'll need to be the sort of person that prides themselves on achieving this, and takes pride in a job well done.

4.3. What else would be good?

Here's a list of things that would be great if you could bring to the role:

- experience of the charity sector, supporter experience and loyalty.
- a good understanding of what makes a strong commercial idea and concept.
- ability to think creatively, and come up with innovative solutions.
- ability to adapt to change, and be open to new ideas.
- understanding of charity supporter loyalty and the drivers of loyalty: commitment, satisfaction and trust.
- attention to detail and tenacity – leaving no stone unturned.
- excellent project management skills, including stakeholder management.

- great communication skills - we all work remotely and so our communication needs to be efficient and effective.

We're a fast-growing company. Things can change quickly, so and you'll need to be the sort of person who thrives in a fast-paced environment and is highly organised. You'll have great attention to detail, and a passion for deeply understanding attitudes and behaviours and uncovering insights.

5. What we'll offer you

We're small, but we have lots of ideas and big plans. We can't offer you well-honed processes and systems and structure. Because that's not the way the world gets changed!

You'll be one of the team, working really closely with our directors, Roger and Richard, with our Research Specialist (currently being recruited - do you know anyone for this role?) and with Kay our Loyalty Action Planner. One of our clients once said:

"Every time I talk to Richard Spencer or Roger Lawson I learn SO MUCH. Kings of making the psychology of giving something you can actually use in practice. Thank you both for making my week :)"

Come and join us! We will reward you for being part of the team:

Salary: £40,000-£50,000 depending on experience

Hours: We value our employees' wellbeing and therefore operate a four-day week

Annual Leave: Five weeks, plus Bank Holidays pro rata

Location: We all work remotely (home-based)

About Loyalty is dedicated to fostering a workplace environment without any form of discrimination or harassment. We expect every member of the About Loyalty community to play their role in nurturing and upholding an atmosphere where every individual has the chance to experience inclusion and is treated with the respect and dignity they merit.

We ensure that decisions regarding hiring, compensation, training and performance evaluation are conducted impartially, and we extend equal employment opportunities to all qualified candidates and employees. We continuously endeavour to provide an inclusive setting that extends a warm welcome to every employee and candidate.

Please also note:

- We are advertising this role as a full-time position but we are fully supportive of flexible working so if you are our perfect candidate we will consider some flexibility.
- The nature of the work means that you need to be flexible and at times it is fast paced, and evening and occasional weekend working will occasionally be required.

6. What happens next?

We have some exciting plans, and we need your help to make them happen. If you're interested, drop Roger (Roger@About-Loyalty.co.uk) a line to say so, and we'll be happy to talk to you about the role and our aims in more detail.

Or if you've already heard enough, please send us your CV along with a note about why this job excites you. We can't wait to hear from you.

Appendix 1: About Loyalty... who we are

Who are we?

About Loyalty helps charities change the way they think about loyalty – to remember that at its heart, loyalty is the passion a supporter feels for the charity, driven by their commitment to what you do, their satisfaction in the way you communicate with them and their trust in you to deliver what you promise.

Our vision is to change the way charities engage all their supporters (and fundraise) right around the world.

We want to grow our reach and have more impact with some of the biggest charities in the UK. And we want to take what we know and help charities around the world. And it's not only big charities. Yes, we help those charities that have the biggest programmes, and the biggest impact on how people feel about charities. But we also want to help small charities, the bedrock of our sector, so we're developing more services specifically to help them.

Our goal is that every charity puts supporter loyalty at the heart of their supporter communications strategies. That they focus on growing long-term supporter loyalty rather than chase short-term targets; that they measure the impact of what they do on supporter loyalty; and that they develop supporter experiences that grow loyalty and maximise long-term supporter value.

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We are working to shift thinking in the charity sector, so that charities deepen their understanding of supporter loyalty and are set up to grow loyalty and grow value. Only by doing this can charities achieve more of their own goals, missions and visions. Fundamentally that's what we're all about. And we have a set of tools, resources, research, science, advice, insight and expertise to help charities on their journey to understanding and growing supporter loyalty.

Everything we do is driven by insight and science

We're driven by this insight to help charities in three areas:

We help charities to understand the unique drivers of loyalty for their supporters. We call this commitment, satisfaction and trust and we do this by helping them to understand what it is that motivates and inspires their supporters, what their supporters need, expect and value from their communications and how they can show their supporters that they are an effective steward of supporter donations to achieve their shared goals. With these insights, charities are able to create supporter experiences that inspire support, make supporters feel valued and build their trust.

We enable charities to measure and benchmark how their supporters feel as they choose to support them. Best known for *The Chase Index* (although this is just the tip of what we do), we enable charities to measure their supporters' loyalty (their commitment, satisfaction and trust) and set benchmarks. This measurement enables charities to identify where they need to prioritise their supporter experience investments in order to have the biggest impact on growing loyalty and support.

We work with charities to use these insights to create supporter experience strategies and plans that will change their supporters' experiences for the better. And once these have been implemented, we are able to measure the effectiveness of different communications. This enables charities to refine these experiences and ever improve their supporters' experiences and values. And so achieve more positive change for good in the world.

Our principles

There are some important things that sit at the heart of what we do. And here's a selection...

- People support charities for the feelings they experience. There is no tangible (or intangible) product or service they receive in return
- We have a unique way of measuring the feelings that people experience, "Loyalty", which is based on ten years of research with 100,000's of charity supporters.
- Any support we give to charities needs to be built on robust evidence. Their work is too important to rely on anecdotes and gut-feel alone.
- Most charities are currently a long way from applying a rigorous (scientific) approach to the way they create, deliver and measure supporter experiences.
- It's really important to keep things simple and not over-complicate any approach to measuring and growing loyalty.
- Benchmarks can be critical to help to know where to focus and what to prioritise.

Our values

We inspire people

We pride ourselves in being experts in the science of supporter loyalty. We willingly share our expertise, our experience, our insights, our ideas and our passion. We hope that this inspires every charity to measure and grow their own supporters' loyalty.

Our customers are delighted

We make the lives of our charity clients as easy and worry-free as possible by delivering everything we promise smoothly, without error and on time. And should anything go wrong, we resolve it speedily.

We have real impact

Our aim is to help charities provide a better experience for their supporters, which will grow loyalty and grow income - a win for the charities, for supporters and it's a win for the beneficiaries and the causes we serve. We listen to our clients (their needs and their challenges) and we identify solutions with them. We help create big-picture change and pay attention to the details.

What services do we offer?

About Loyalty offers a range of services to help charities change.

The Chase Index

Perhaps best known for The Chase Index, this annual membership helps charities grow income through growing loyalty. We help charities measure loyalty, diagnose the drivers of loyalty, prioritise areas for intervention and then put action plans in place to grow loyalty. We do this through a combination of research and analysis, workshops and tailored planning sessions.

Loyalty measurement

Growing loyalty is important for all types of supporters. We have developed the insights and methodology to provide tailored modules for measuring the loyalty of campaigners and volunteers and for monitoring legacy intentions.

Supporting charities through change

Ultimately, we're here to help charities change, and we help them along every step of the way. The services above provide insight, and we add to this with bespoke research and analysis projects.

We help charities develop the culture, leadership and training required to put supporter loyalty at the heart of its plans. We help segment supporters according to their needs and attitudes, to develop supporter journey strategies, to review existing products and develop new ones, to review their messaging and so much more.

It's exciting. It's important. And it's changing the world.