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| Please complete and return this application form to: |
| **The Monitoring Officer, Concern Worldwide****47 Frederick Street, Belfast, BT1 2LW** |
| **OR email to** **ukhrenquiries@concern.net**  |



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| Information pack for candidates for the post of: |
| **Fundraising Data Analyst, Concern Worldwide (UK), Belfast Office.** |

Dear Applicant,

Please find enclosed an application pack for the post of **Fundraising Data Analyst**, which contains the following items:

###### Section 1: Background to Concern Worldwide

###### Section 2: Job Description

Section 3: Essential and Enhanced Shortlisting Criteria

Section 4: Vacancy Application Form

Section 5: Job Competency Form

Section 6: Monitoring Form

Section 7: Returning your Application

**PLEASE READ THE FOLLOWING INFORMATION CAREFULLY**

1. Your application pack contains information about Concern Worldwide, the job vacancy and the person required. You should read these carefully to ensure that the job and conditions are suitable.

2. You must complete sections 4 and 5 accurately and return them to Concern Worldwide by the date and time indicated below. You are also asked to complete a monitoring form (section 6).

**3. It is your responsibility to ensure that sufficient information is provided to enable a short listing panel to assess your suitability for this post.**

***Please show clearly in your application how you meet the essential and enhanced criteria.***

4. Applications, CVs and attached sheets:

* Applications must be printed out, signed and posted to Concern Worldwide at the above address **OR** emailed to **ukhrenquiries@concern.net**
* **CVs will not be accepted – only applications submitted on this form will be considered.**
* Additional sheets will only be considered where they are continuation sheets of a section of the application form where insufficient room was available to include all the necessary details.

5. It is the responsibility of the applicant to ensure that sections 4, 5 and 6 are completed and returned by **9am on Monday 10th July 2017.**

1. Under section 8 of the Asylum and Immigration Act 1996, all successful applicants must provide documentary evidence of their identity for verification and photocopying.

**Thank you for your interest in Concern Worldwide**

Yours sincerely

**Peter Anderson**

Concern Worldwide

Northern Ireland Director

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| **SECTION 1:** | **BACKGROUND TO CONCERN WORLDWIDE (UK) AND THE FUNDRAISING DATA ANALYST** |

**Concern Worldwide**

Concern Worldwide is an international humanitarian organization dedicated to tackling poverty and suffering in the world’s poorest countries. Tackling hunger is at the very heart of all that we do. People cannot reach their potential if they are malnourished. We can help provide education but children will not learn if they lack food. We can treat HIV and AIDS with antiretroviral drugs but a patient will not get better if they are hungry. We can give smallholders seeds and tools but farmers cannot work their land if they are starving. This is why Concern Worldwide now places the fight against hunger and malnutrition firmly at the core of everything we say and do.

By working in partnership with local communities, local partners and local and national governments, we help some of the world’s poorest people transform their lives. Concern Worldwide’s programmes in 26 of the world poorest countries range from enabling people to grow their own food and sell their produce to provide an income, to increasing agricultural yields by using improved farming methods and drought resistant seeds and helping people to educate their children and improve their health and nutritional status. You can read more about our work at: [www.concern.net](http://www.concern.net)

**Fundraising Data Analyst**

This post will contribute to the development of Concern UK’s fundraising strategy and achievement of other organisational objectives, through the production of accurate data selections, data management and pre and post campaign analysis.

**For more information on the visit:** [**www.concern.net**](http://www.concern.net)

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| **SECTION 2:** | **JOB DESCRIPTION** |



JOB DESCRIPTION

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| **Post Title:**  | **Fundraising Data Analyst** |
| **Employer:** | Concern Worldwide (UK) |
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| **Reports to:** | Senior Fundraising Data Analyst |
|  |  |
| **Direct reports:** | None |
|  |  |
| **Liaises with:** | Director of FundraisingIndividual Giving TeamDonor CareCommunity Fundraising teamPolicy and Campaigns teamHead of FinanceExternal AgenciesData agenciesFundraising Systems Team (RoI)Data analysts (RoI) |
|  |  |
| **Based At:** | Concern Worldwide (UK) Belfast office, 47 Frederick Street, Belfast. |
|  |  |
| **Start date** | TBA |
| **Type of contract** | Permanent, 35 hours per week |

**Overall Purpose of the job:**

Contribute to the development of Concern UK’s fundraising strategy and the achievement of other organisational objectives, through the production of accurate data selections, data management and pre and post-campaign analysis.

**KEY DUTIES**

**Data management, segmentation and targeting**

* Undertake the production of all data selections for fundraisers using specific criteria on Concern’s donor database for a wide range of fundraising activities. These will include appeal mailings, retention mailings, community event mailings and telemarketing, email and advocacy campaigns.
* Co-ordinate data schedules with other teams.
* Ensure timely provision of data – liaise with project manager or external agency to ensure data is delivered to schedule and to correct specification.
* Support the monitoring and review of the fundraising segmentation strategy in order to enable optimum return on expenditure.
* Increase data quality throughout the database by implementing validation, data cleansing and reporting.

**Analysis and Reporting to support the fundraising, policy and campaigns and other teams:**

* Produce regular or ad-hoc reports through SQL for management as required.
* Carry out donor insight analysis and reporting to help improve decision making and management of activities of fundraising team and grow income and loyalty.
* Work with end users; assist in the design and set-up of standard reports from the ThankQ supporter database.
* Support the Individual Giving Manager with business analysis and implementing and coordinating a centralised programme of testing.

**Training and Communications**

* Train non-technical users in the practical use and potential of databases and reports.
* Promotion of database principles, working with fundraisers to improve their reporting skills and identify areas for improvement.

**Collaborative working**

* Work closely with the UK fundraising and Supporter Care teams along with the fundraising systems and data teams in Republic of Ireland and external data suppliers to learn and share knowledge.
* Work with other departments such as finance and supporter services, to enable access to information held in the database.
* Some travel will be required to our other UK office in London and to Dublin.

The primary focus of this post is to support Concern Worldwide UK but a close working relationship, sharing knowledge and expertise with the Fundraising Data Analysts based in Dublin, is required to maximise results and income.

**CONDITIONS OF APPOINTMENT**

The salary for this placement is £24,331 per annum

The normal full-time working week is 35 hours, Monday to Friday from 9am to 5pm with a one hour break for lunch.

Appointment will be subject to a six-month probationary period

**CODE OF CONDUCT:**

Concern has a Code of Conduct and a Programme Participant Protection Policy which have been developed to ensure the maximum protection of programme participants, especially beneficiaries, from abuse and exploitation, and to clarify the responsibilities of Concern staff, partner organisations, and anyone engaged by Concern or visiting our programmes, and the standards of behaviour expected of them. In this context all Concern staff have a responsibility to the organisation to strive for, and maintain, the highest standards in the day-to-day conduct of their work in accordance with Concern’s core values and mission.

Any candidate offered a job with Concern Worldwide will be expected to sign the Programme Participant Protection Policy and the Concern Code of Conduct as an appendix to their contract of employment. By signing the Programme Participant Protection Policy and the Concern Code of Conduct candidates demonstrate they have understood their content and agree to conduct themselves in accordance with the provisions of these two documents.

Any breach of the Concern Code of Conduct or the Programme Participant Protection Policy by employees of Concern Worldwide during the course of their employment will result in disciplinary action up to, and including, dismissal.

**COUNTER-TERRORISM CLEARANCE CHECK:**

Concern receives a substantial amount of funding from external donors each year. Increasingly donors are introducing requirements whereby future funding is conditional on Concern ensuring that the names of any new employee or volunteer do not appear on terrorism lists generated by the European Union (List of person, groups and entities to which Regulation (EC No. 2580/2001 applies), the US Government (Office of Foreign Assets Control list of specially designated Nationals and Blocked Persons) and the United Nations (Consolidated List).

Any offer of employment (either paid or voluntary) with Concern Worldwide will not be made pending a clearance check being conducted on the applicant. For additional information please consult our web site or contact the Human Resource Division in our Head Office.

By submitting a formal application for paid or voluntary employment to Concern, you agree to Concern carrying out a clearance check as outlined above and that Concern will not proceed to recruit you should your name appear on any of the aforementioned lists.

**Concern Worldwide is an equal opportunities employer and welcomes applications from all sections of the community.**

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| **SECTION 3:** | **ESSENTIAL SHORTLISTING CRITERIA** |

1. High level database skills including extensive experience in the construction of complex data extracts and reports in a SQL environment.
2. Strong technical knowledge and experience in analysis techniques. Must be able to generate complex statistical information and both interpret and communicate results appropriately.
3. Proficient in the MS Office suite with a high level of experience and knowledge of Excel and Word.
4. Attention to detail with high standards and a high level of accuracy.
5. Good experience and understanding of applying statistical validation techniques.
6. Excellent communications skills with a proven ability to explain technical issues to non-technical specialists.
7. Ability to interpret and present complex or detailed information in a user friendly and easily accessible format.
8. Flexible and adaptable approach to work and ability to work under pressure.

**Enhanced Shortlisting Criteria**

Concern will short-list only those candidates who appear from the information provided, to meet the essential requirements of this post, and may in some circumstances rely on enhanced criteria for short listing purposes. The enhanced (desirable) shortlisting criterion is as follows:

1. Qualification in computing or statistics.
2. Have a good understanding of, and commitment to, data analysis for a charity.
3. Experience of individual giving fundraising techniques and metrics.
4. Interest in development issues and the work of Concern.

If a prohibitively high number of candidates meet the minimum short listing criteria, only those who can demonstrate the enhanced criteria listed above will be shortlisted.

**Please Note:**

It is essential that applicants fully describe in the application form how they meet the experience and qualities sought. It is not appropriate simply to list the various posts that have been held. Assumptions will not be made from the title of posting(s) as to the skills and experience that may or may not have been gained.



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| **SECTION 4:** | **VACANCY APPPLICATION FORM** |

* Please **type** or write clearly in **black ink** in **block capitals**
* All information will be treated in confidence and will be used by Concern Worldwide to assess your suitability for the post
* Candidates will be short listed on the basis of information contained in this application and checklist

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| **Post Applied for:** |  |
| **Reference No:** | **DA/BEL/0617** |
| **Closing Date:** |  |

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| **PERSONAL INFORMATION** |
| **Family Name:** |  |
| **Forename(s):** |  |
| **Address:** |  |
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|  | **Postcode:** |  |
| **Daytime Tel. no:** |  |
| **Evening Tel. no:** |  |
| **Mobile Tel. no:** |  |
| **E-mail address:** |  |
| **National Insurance No:** |  |
| **Have you ever been convicted of a criminal offence?**[Exclude convictions which are spent under the Rehabilitation of Offenders (NI Order 1978)] |  |

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| **QUALIFICATIONS AND TRAINING** |
| **Type of Exam (GCSE, NVQ,** **A Level, Degree etc.)** | **Subject** | **Grade / Result** |
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[Please attach additional sheet if required]

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| **EMPLOYMENT / WORK EXPERIENCE HISTORY** |
| **Present / most recent employer / work placement** |
| **Dates of****Employment:** | **Name & Address of Employer** | **Job Title and summary of main duties and responsibilities** | **Reasons for leaving** |
|  |  |  |  |
| **Current Salary:** |  |  |  |

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| **REFERENCES** |
| All offers of employment are subject to receipt of satisfactory references. Please provide the names, telephone numbers, addresses and email addresses of two referees, one of whom should be your present or most recent employer/line manager, and one who knows/has known you in a work capacity and can comment on your suitability for this post. |
| **First Referee:**  | **Second Referee:**  |
| **Name:** |  | **Name:** |  |
| **Address:** |  | **Address:** |  |
|  |  |
|  |  |
| **Postcode:** |  | **Postcode:** |  |
| **Tel:** |  | **Tel:** |  |
| **Email:** |  | **Email:** |  |
| **Occupation:** |  | **Occupation:** |  |
| **Relationship****to you:** |  | **Relationship****to you:** |  |

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| **DECLARATION** |
| I declare that the information on this form and any attachments is correct and complete.I understand that to withhold, falsify or omit any relevant material fact(s) will lead to disciplinary action, including dismissal in the case of a successful applicant. I authorise the verification of any or all of the information listed on this form and any attachments. |
| **Signature:** |  | **Date:** |  |

**If you are submitting your application online or by email please print your name in the signature box**

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| **SECTION 5:** | **JOB COMPETENCIES** |

**Shortlisting Criteria - Job Competencies**

Concern Worldwide (UK) will shortlist for interview only those applicants who appear from the available information to be the most suitable candidates for the post in terms of relevant skills, experience and ability.

It is therefore essential that applicants fully describe how they meet each particular requirement, including relevant timescale/duration (i.e. provide dates), of the Shortlisting Criteria and possible Enhanced Shortlisting Criteria as provided in Section 3 of this document**.**

To meet the short-listing criteria, applicants must demonstrate experience and competency in the following areas:

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| 1. High level database skills including extensive experience in the construction of complex data extracts and reports in a SQL environment.
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***(Max 250 words)***

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| 1. Strong technical knowledge and experience in analysis techniques. Must be able to generate complex statistical information and both interpret and communicate results appropriately.
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***(Max 250 words)***

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| 1. Proficient in the MS Office suite with a high level of experience and knowledge of Excel and Word.
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***(Max 250 words)***

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| 1. Attention to detail with high standards and a high level of accuracy.
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***(Max 250 words)***

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| 1. Good experience and understanding of applying statistical validation techniques.
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***(Max 250 words)***

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| 1. Excellent communications skills with a proven ability to explain technical issues to non-technical
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***(Max 250 words)***

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| 1. Ability to interpret and present complex or detailed information in a user friendly and easily accessible format.
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***(Max 250 words)***

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| 1. Flexible and adaptable approach to work and ability to work under pressure.
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***(Max 250 words)***

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| Please outline how you meet the enhanced selection criterion, as listed in Section 3 of the application pack. |
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***(Max 500 words)***

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| **SECTION 6:** | **EQUAL OPPORTUNITY RECRUITMENT MONITORING FORM – DA/BEL/0617** |

Concern Worldwide (UK) is committed to promoting equality, diversity and an inclusive and supportive environment for staff and volunteers.

In particular, Concern Worldwide will seek to ensure that people are treated equitably regardless of their gender, race, ethnic background, age, disability, socio-economic background, religious or political beliefs and affiliations, marital status, sexual orientation or other inappropriate distinction.

In order to do this, it is necessary to collect information from all employees and job applicants on the key characteristics which relate to equality and diversity in employment. The information collected will be used for monitoring purposes under the terms of the Data Protection Act 1998.

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| **REQUEST FOR INFORMATION** |
| **Post Applied for:** |  |
| **Date of Birth:** |  | **Gender:** | **FEMALE / MALE**(Please delete as appropriate) |
| **Disability:**  | **YES / NO** (Please delete as appropriate)You should declare a disability if you perceive yourself as being at a disadvantage in obtaining, keeping or advancing your employment due to a physical, sensory, intellectual, dietary, communicative, psychiatric, allergic, or any other impairment. |
| **Health:** | Do you have any medical condition that could significantly affect your performance of the duties of the post for which you are applying?**YES / NO** (Please delete as appropriate) If **YES**, please give details: |
| **Religion:** | **I identify myself as:** (please tick or place an ‘x’ in the box) |
| **Catholic:** |  | **Protestant:** |  | **Other:** |  |
| **Nationality:**(Please specify) |  |
| **Ethnicity:** | You are asked to classify yourself in the category, which you feel most nearly describes your origin. If none of the specific groups are suitable please mark the relevant **Other** and **specify your ethnicity**.**I would consider my ethnic origin as:** (please tick or place an ‘x’ in the box) |
| **Indian:** |  | **Pakistani:** |  | **Bangladeshi:** |  |
| **Other Asian:** |  | **Caribbean:** |  | **African:** |  |
| **Chinese:** |  | **White – British:** |  | **White – Irish:** |  |
| **Other White Background – please specify:** |  |
| **Other Ethnic Background – please specify:** |  |

***Thank you for your cooperation in completing this form.***

***Concern Worldwide (UK) is an Equal Opportunities Employer.***

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| **SECTION 7:** | **RETURNING YOUR APPLICATION** |

**IF YOU ARE RETURNING YOUR APPLICATION FORM BY POST:**

Please place this Monitoring Form (Section 6) in a separate envelope marked **Monitoring Form** and return with completed Sections 4 and 5 to:

**The Monitoring Officer, Concern Worldwide, 47 Frederick Street, Belfast, BT1 2LW**

This Monitoring Form (Section 6) will be kept separate from Sections 4 and 5 and kept confidential. It will only be used for monitoring purposes and will not be used or seen by the short-listing or interview panel.

**IF YOU ARE RETURNING YOUR APPLICATION FORM BY EMAIL:**

**NB** Please return **ALL** pages as one document.

If you are returning your application by email please send your complete application document to ukhrenquiries@concern.net. This Monitoring Form (Section 6) will be detached from Sections 4 and 5 and kept confidential. It will only be used for monitoring purposes and will not be used or seen by the short-listing or interview panel.

**ALL APPLICATIONS MUST BE RECEIVED BY 9am on Monday 10th July 2017**

* **Late applications will not be considered**
* **Applications that are not fully completed will not be considered**
* **CVs will not be considered**

**If you have any queries about anything in this information pack please contact:**

**Graham McMichael**

**Concern Worldwide**

**47 Frederick Street**

**Belfast**

**BT1 2LW**

**Telephone: 028 9033 1100**