

Job description

Data Analyst

Reports to: Database Manager
Based at: Coeliac UK Head Office, High Wycombe
Salary grade table: Specialist (SP5) based on experience
Line management: No direct reports

The role:

The Data Analyst will act as support for the Database Manager in ensuring consistently high-quality CRM database(s) and associated reporting, as well as supporting with the integration of the database and data within the charity's wider operations.

Reporting into the Database Manager you will be responsible for ensuring our database and data is managed effectively and will be encouraged to seek efficiencies through increased automation and where possible the application of AI. You'll be a good team worker with an eye for detail and a curiosity to explore data for insights.

The role will support all parts of the organisation

Key responsibilities

- Support the Database Manager to maintain the performance and integrity of the Charity's database(s).
- Complete regular uploads of data to the database and resolve errors within a timely manner to keep processes on schedule.
- Carry out regular data cleansing and deduping of records to maximise the quality of the Charity's data.
- Train staff on using the database(s) and ensure best practice is followed.
- Create database reports to identify relevant data and provide insights.
- Publish and create forms and liaise with technical CRM integrations to the Coeliac UK website.
- Work with all departments to help develop and maintain effective and meaningful KPI reporting using a variety of data sources.
- Lead developing the use and benefits of Power BI across the organisation.
- Create and maintain reports and dashboards using Power BI, and train colleagues on their use.
- Extract, analyse and format information from the CRM to help with segmentation for mail outs, campaigns, fundraising activities etc.

Other duties

- Support colleagues with data gathering, cleansing and analytics
- Assist with database and website configuration and the increased use of automation and other tools
- Support the digital team with updates to the Coeliac UK website, especially as they pertain to the Charity database(s)
- Assist with the rollout and testing of database/digital developments, improvements, and modifications, and ensure timely delivery within the agreed specification.
- Assist with training colleagues in how to input and extract data in accordance with GDPR regulations.
- Support and provide technical assistance to colleagues with database and related systems difficulties.

October 2025



Knowledge, skills and experience

- Strong CRM database experience - we currently use Workbooks.
- Strong Excel, MS Access and Power BI skills
- Previous CMS experience – including website editing and publishing.
- Previous data handling and reporting experience
- Understanding of GDPR regulations
- Previous experience of working within a charity environment beneficial
- Highly detail-orientated with good organisation skills
- Strong Google Analytics experience
- Cooperative and proactive team player with practical and positive attitude incorporating a flexible approach.
- Able to work to meet deadlines and prioritise tasks.
- Self-motivated and able to work without close supervision.
- Enthusiastic and willing to help with work on a variety of projects.
- Confident to communicate across all levels within a business.
- Excellent analytical and numerical skills
- Good interpersonal skills.
- Strong communicator – oral and written.

Competencies

1: General
Shares own experience/knowledge with others; provides guidance and support to less experienced colleagues
May co-ordinate activities of others/a team
Completes own role independently or with minimal supervision/guidance
2: Technical expertise; building & maintaining
May have developed expertise in one area
2: Technical expertise; applying & anticipating
Applies knowledge/skills to a range of activities; acts as a source of specialist expertise to others in work group
3: Client/organisation orientation; client response
Interprets client needs and works to meet those needs; promotes an environment for creating organisation opportunities
3: Client/organisation orientation; organisation understanding
Is aware of broader internal/external organisation issues; applies these to own role
3: Client/organisation orientation client response; costs
Takes action to monitor and control costs within own work horizons
4: Creating & delivering solutions; problem solving
Identifies key issues and patterns from partial/conflicting data; takes a broad perspective to problems and recognises new, less obvious solutions
4: Creating & delivering solutions; planning & organising
Manages own time and that of others; develops plans for specific work activities in own area over the medium term, including forecasting/organising all resource requirements
5: Working relationship; communicating, negotiating & influencing
Adapts information/style to the audience, explains difficult concepts clearly, establishes consensus and attains agreement
5: Working relationship; teamwork, coaching & guiding
Promotes teamwork; motivates, coaches and guides others; may be informal team leader

5: Working relationship; networking
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Creates networks outside own area

This job description is not intended to be an exhaustive list of duties to be performed by the employee. This job description may be altered to reflect the needs of the charity.