

Job Profile

JOB TITLE:
Data Analyst

REPORTS TO:
Data and Development Manager

JOB PURPOSE:

The post holder will work across GamCare's Services, leading on data analysis, performance monitoring, and insight and ensuring it is aligned with organisational priorities, funder requirements and regulatory standards. They will be responsible for maintaining and supporting key datasets and systems, ensuring data integrity, consistency, and effective use across teams.

A core aspect of the role is the ongoing review, development and improvement of data systems that support service delivery, enabling accurate monitoring of performance, outcomes, and impact. The post holder will analyse and interpret complex data to inform decision-making and service improvement, building effective relationships and working closely with colleagues across data, IT and service teams.

The role will support an evidence-based approach to identifying trends, challenges, and opportunities, helping to shape the ongoing development and strategic direction of GamCare's services.

INTERNAL AND EXTERNAL CONTACTS:

Internal

- Collaborate closely with teams across the organisation, fostering strong working relationships and ensuring a coordinated approach to data analysis and reporting and on data-related projects.

External

- Contribute to GamCare's reporting requirements for Commissioners and other funders by providing accurate, comprehensive data analysis and reports on time, supporting contractual compliance and demonstrating the impact and effectiveness of our services.
- Support external stakeholders, including partner organisations and regulatory bodies, by addressing their data queries promptly and providing reliable information to aid in their decision-making.

OVERALL ACCOUNTABILITIES:

Data Analysis and Insight

- Analyse complex datasets from internal and external sources to identify trends, patterns, and opportunities to improve service performance and outcomes
- Provide clear, actionable insights to support decision-making, service development, and performance improvement
- Apply appropriate statistical techniques, data modelling approaches, and data visualisation methods to communicate findings effectively

Reporting and Performance Monitoring

- Develop and maintain datasets, dashboards, and reports (e.g. using Power BI) to support performance monitoring across Helpline and Online Services
- Ensure timely, accurate, and consistent reporting aligned with organisational and contractual requirements
- Respond to ad-hoc data requests and support stakeholders in interpreting performance data and KPIs

Systems and Data Management

- Review, evaluate, and improve data systems and processes to ensure they effectively support service delivery
- Ensure data quality through robust data cleaning, validation, and management practices
- Maintain compliance with GDPR and organisational data governance standards

Collaboration and Business Support

- Work closely with service teams, managers, and cross-functional colleagues to understand data needs and deliver data-driven solutions
- Support the development of performance improvement strategies and proactive responses to emerging trends
- Contribute to organisation-wide initiatives, including research, evaluation, and external reporting

Automation and Continuous Improvement

- Develop and implement automated data processes and tools (e.g. Power Apps) to improve efficiency and reduce manual workload
- Continuously review and improve reporting processes, systems, and data practices

Capability Building and Communication

- Communicate data insights clearly to a range of audiences, tailoring outputs appropriately
- Support and train colleagues to access, understand, and use data effectively in their roles

Person Specification – Essential Criteria

Qualifications/ Knowledge

- Degree (or equivalent experience) in a relevant field such as Data Analytics, Statistics, Mathematics, or a related discipline

- Evidence of continuing professional development in data analysis, reporting, or related areas

Technical Expertise:

- Advanced experience designing and developing Power BI Semantic Models, including star schema modelling, relationship management, DAX measures, calculated columns, hierarchies, and performance optimisation.
- Proficiency in Power Query Editor and M Language (M Code) for data extraction, transformation, cleansing, and automation of ETL processes.
- Experience building and maintaining Power BI datasets, dataflows, and semantic layers to support self-service analytics and business intelligence initiatives.
- Experience working with SQL to query, transform, test and validate data from multiple source systems and databases to support the data engineer
- Professional certification in data analytics or related field (e.g. Microsoft Power BI, SQL, or equivalent) is desirable though not essential

Experience

- Experience in an analytical or data-focused role, producing reports, insights, and recommendations to support decision-making
- Proven ability to interrogate and extract data from multiple sources to generate meaningful and actionable insights
- Experience handling sensitive or confidential data appropriately
- Experience working with large and complex datasets, including data cleaning and validation
- Experience contributing to reporting processes, performance monitoring, or service improvement

Knowledge

- Good understanding of data analysis techniques, research methods, and performance reporting
- Understanding of data governance, data protection, and GDPR principles
- Awareness of how data supports service delivery, evaluation, and continuous improvement

Skills

- Strong analytical and problem-solving skills, with the ability to interpret complex data and draw logical conclusions
- Proficiency in data tools and systems, including CRM platforms and reporting systems
- Experience using data visualisation tools (e.g. Power BI)
- Experience in data modelling and structuring data to support reporting and analysis
- Excellent attention to detail, ensuring data accuracy and integrity
- Strong organisational skills, with the ability to manage competing priorities and deadlines

- Effective communication skills, with the ability to present data clearly to a range of audiences
- Ability to work collaboratively across teams and build effective working relationships
- Ability to identify inefficiencies and improve systems and processes

To be noted: This job description will be reviewed regularly. Any changes will be discussed with the post holder. This is not an exhaustive list of duties and responsibilities the post holder may be required to undertake other duties which fall within the grade of the job, in discussion with your line manager.