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# Data Insight Lead / Principal Analyst

## Role Description

### About MiExact

MiExact is a leading life-events data intelligence business. We exist to help organisations respond with care, accuracy and integrity at life's most significant moments – because when people's lives change, the way organisations respond really matters.

At the heart of MiExact is a unique set of data gathered from key life events – from moving home, to retirement, to death. We take great care in how this data is sourced, governed and analysed, transforming complex raw data feeds into high-value insight and intelligence for clients across the sectors we serve, including charities, credit reference agencies, pension providers and financial services organisations. We are proud to work closely with most of the UK's best loved charities as well as many household brands.

MiExact has grown rapidly over the last five years through a series of mergers and acquisitions, bringing together highly respected specialist businesses under one group. Within this sit our Identity and Charity Divisions, including Legacy Futures and Smee & Ford – brands that have played a defining role in the growth and professionalisation of legacy giving to charities over many decades, a market that will be worth £10bn by 2050.

This is an exciting time to join the business at the start of a new three-year strategy and at the formation of a new, combined Product and Data function.

### Role Purpose

The Data Insight Lead / Principal Analyst is a senior leadership role responsible for building, leading and directing a best-in-class data insight function across MiExact.

The role exists to ensure that our data is consistently translated into rigorous, actionable insight that helps clients solve real problems, make better decisions and achieve their missions. This includes leadership of our flagship legacy insight products – including Legacy Navigator and Forecasting – alongside analytical support for wider research, product development, and brand tracking initiatives across the Group.

The Head of Data Insight is both a technical authority and a trusted advisor: setting analytical standards, assuring quality, developing analytical capability, and representing MiExact's insight credibly with senior clients, partners and the wider sector.

## Overview of the Role

- Senior leadership role within the Product & Data function
- Leads and develops the Data Insight team, including Senior Analysts and Analysts
- Reports to and works closely with the Data Architect (who owns overall data strategy and infrastructure)
- Highly client-facing: involved in pitches, consultancy projects, forecasting delivery, senior-level presentations and public speaking
- Works closely with Client Partnerships, Client Services, Consultancy and Research leadership
- Acts as a centre of excellence for quantitative analysis, forecasting and insight across the whole business

## Key Responsibilities

### Insight Leadership & Quality

- Lead and direct the Data Insight function, setting clear analytical standards and ways of working
- Act as the organisation's senior authority on quantitative analysis, forecasting, segmentation and data analysis
- Provide leadership to the Analysis team to take ownership for the robustness of analytical approaches, not simply their execution
  - Encourage and model a culture of curiosity, challenge and critical thinking
  - Proactively interrogate assumptions, methodologies and conclusions across analytical work
  - Ensure the team take responsibility for analytical judgement, not just process or outputs
- Provide quality assurance and peer review across high-value analytical outputs, forecasts and client deliverables
- Drive continuous improvement in analytical methods, tools and insight generation

### Strategic & Commercial Contribution

- Partner with Product, Research, Strategy, Client Partnerships and Marketing teams to shape and evolve data-driven products and services
- Support commercial growth through involvement in proposals, pitches and strategic consultancy projects

- Ensure insight outputs are commercially relevant, client-focused and clearly linked to decision-making – in essence, turning insight into actions for clients

## Client & Sector Engagement

- Present complex analysis and forecasts to senior client audiences, including CEOs, Finance Directors and Trustees
- Act as a credible, confident and authentic spokesperson at webinars, conferences, sector events and opinion pieces
- Build trusted advisory relationships with key clients, particularly within the charity and legacy giving sectors

## People Leadership

- Lead, motivate and develop a high-performing, remote Data Insight team through a period of organisational change
- Coach and mentor analysts, building analytical confidence, judgement and client-facing capability
- Foster a collaborative, psychologically safe culture with high standards and clear accountability

## Collaboration & Governance

- Work closely with the Data Architect to align insight delivery with data strategy, governance and infrastructure
- Collaborate across Client Services and Product teams to ensure insight is embedded end-to-end in client experiences

# Required Skills & Experience

## Essential

- Deep specialist experience in quantitative analysis, forecasting, segmentation and statistical modelling
- Strong understanding of macro-economic and demographic drivers and their application to real-world decision-making
- Experience working with large datasets and analytical tools such as SQL, SPSS, SAS, Stata, R or similar
- Experience using data visualisation tools (e.g. Tableau) to communicate insight clearly and persuasively
- Demonstrated ability to apply critical thinking and analytical judgement, not just technical methods
- Comfortable challenging assumptions, processes and conclusions in a constructive and professional way
- Track record of setting analytical standards and raising the quality of thinking across teams
- Proven experience presenting complex analysis to senior, non-technical audiences
- Excellent written communication skills, including reports, insight papers and thought leadership content

- Strong commercial awareness and client-centric mindset

## Desirable

- Experience working in or with the charity sector, financial services or adjacent regulated sectors
- Familiarity with AI-enabled analytics or data science techniques and their practical application
- Experience contributing to published research, press commentary or sector reports
- Senior data insight leadership experience in large charities, commercial organisations, or agencies/consultancies, with a strong preference for candidates who have worked across multiple organisational contexts.

## About You

You are intellectually rigorous, commercially astute and emotionally intelligent. You are confident without arrogance, credible without being remote, and comfortable operating as both a leader and a hands-on expert when required.

You love taking complex data and bringing it to life in simple, robust, inspiring and actionable solutions. You care deeply about quality, and are motivated by seeing insight used to drive real-world impact. You thrive in collaborative environments, can lead calmly through change, and are energised by building something that matters. You model intellectual curiosity and create an environment where others are confident to question assumptions and test ideas.