

# JOB DESCRIPTION



<b>Job Title</b>	<b>Evaluation and Data Officer</b>
<b>Reports to (Job Title)</b>	Head of Food, Soil Association Scotland
<b>Location</b>	Edinburgh, with occasional travel across Scotland, and to Bristol
<b>Department</b>	Food for Life Scotland (FFLS), Soil Association Scotland
<b>Key relationships</b>	Food for Life Scotland team Central Digital and IT teams (Bristol) Food for Life Impact team (Bristol)
<b>Purpose of role</b>	<ol style="list-style-type: none"> <li><b>Monitoring and evaluation</b> – work with Food for Life Scotland staff and partners to ensure that effective and relevant monitoring and evaluation plans and systems are in place in order to track the impact of the Food for Life programme against agreed targets and objectives</li> <li><b>Database &amp; CRM administration</b> – manage Food for Life Scotland’s Dynamics CRM &amp; SQL Database, including data ownership, functional and change management to support programme implementation</li> <li><b>Data analysis</b> – produce relevant reports or information to support the FFLS team in extending the reach and impact of Food for Life Served Here and the sourcing of Scottish produce for school meals</li> </ol>
<b>Key responsibilities</b>	<p><b>Monitoring and evaluation (M&amp;E)</b></p> <ul style="list-style-type: none"> <li>• Work with FFLS team and key partners to monitor progress within our existing evaluation framework</li> <li>• Develop and implement best practice data collection tools, measurement and monitoring techniques to build on our robust evidence base for the FFL programme</li> <li>• Support the rigorous collection of baseline and benchmarking data</li> <li>• Collate up to date and accurate information on programme outputs and KPIs and provide regular updates based on quantitative and qualitative sources for use in: funder reporting, other reports, media, case studies, website and wider promotional activities as required</li> <li>• Monitor team activity and progress against KPIs using the FFLS CRM system, and draw information from the CRM for funder reporting</li> </ul> <p><b>Database management &amp; data analysis</b></p> <ul style="list-style-type: none"> <li>• Working with the wider team, ensure the FFLS database is fit for purpose, up to date and functional at all times</li> <li>• Use the database to generate analysis and reports to support local authorities to achieve (or upgrade) a Food for Life Served Here award</li> </ul>



	<ul style="list-style-type: none"> <li>• Use the database to identify opportunities for local authorities to increase their spend on Scottish produce</li> <li>• Provide regular statistical, visual and summary reports to the FFLS team as required, and highlight any communications opportunities presented by the data</li> <li>• Contribute towards improving the quality of data held by Soil Association Scotland and work collaboratively with colleagues to share best practice in data recording, collection and analysis</li> <li>• Ensure effective data cleansing of information maintained on the FFLS database, if appropriate</li> <li>• Alongside the Head of Food, review and complete a FFLS data policy and if appropriate, develop data sharing agreements alongside the FFLS team</li> </ul> <p><b>Other</b></p> <ul style="list-style-type: none"> <li>• Assist and support the FFLS team with key tasks and outreach activities as required</li> <li>• Other delegated tasks as required</li> </ul>
<p><b>Qualifications</b></p>	<p>Educated to degree level or equivalent</p>
<p><b>Knowledge &amp; Experience</b></p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Proven and applicable CRM experience (experience with MS Dynamics is essential)</li> <li>• Experience in working with data analysis and segmentation</li> <li>• Proven track record delivering robust monitoring and evaluation framework in order to build a strong evidence base using Office 365 applications</li> <li>• Understanding and management of Microsoft SQL administration</li> <li>• Proficient in BI reporting – specifically PowerBI software             <ul style="list-style-type: none"> <li>- DAX</li> </ul> </li> <li>• Advanced user Excel 365 skills, including:             <ul style="list-style-type: none"> <li>- VBA/Macros</li> <li>- Power Query/Power Pivot</li> </ul> </li> <li>• Responsibility for database management and maintenance</li> <li>• Experience utilising M&amp;E databases for quantitative data analysis and visualisation</li> <li>• Strong knowledge and proven experience on developing and analysing logical and conceptual frameworks</li> <li>• Experience of undertaking qualitative data analysis</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Experience working in local authorities or public sector organisations</li> <li>• Knowledge of public sector procurement in Scotland</li> <li>• Strong knowledge of policy issues relevant to food, health, economy and the environment</li> <li>• Experience of collaborative partnership working</li> </ul>
<p><b>Personal qualities &amp; skills</b></p>	<p><b>Personal qualities</b></p>



	<p>Highly motivated Good attention to detail Able to work on own initiative and as part of a team Flexible approach, and willing to take on other duties Empathy with aims and objectives of the Soil Association</p> <p><b>Skills</b> Excellent quantitative analysis and data visualisation skills Ability to problem solve, collect and analyse data, draw evidence-based conclusions, and think innovatively Good interpersonal skills and confident telephone manner Excellent communication skills – written and verbal Excellent administration skills, accurate data entry, record keeping Ability to work under pressure, prioritise and multi-task High level of computer and data literacy</p>
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