

Data and Insight Manager

Line manager	Director of Fundraising & Marketing
Manages	Fundraising Administrator
Location	London 3 fixed days per week, home 2 days per week
Hours a week	Full Time, Permanent, 35 hours a week

Summary / Overall purpose

- To take a lead role in analysing campaign data and proactively seeking supporter insight that can lead to improved fundraising performance and supporter experience
- To manage the fundraising and marketing team's administration (supported by the Fundraising Administrator)
- To manage, develop and maintain the charity's CRM, Donorfy, ensuring it integrates and supports other systems, including Xero (the finance system), JustGiving and Eventbrite etc.
- To define data processes for all teams

Operations (Supported by the Fundraising Administrator.)

- To manage all initial supporter enquires
- To oversee thanking and logging of all donations

Data

Data Management:

- Build and maintain a detailed knowledge of what data the charity collects and how it is used
- Support the members of the fundraising, marketing, and on occasion research teams to measure performance, plan growth, and improve supporter experiences
- Leverage fundraising intelligence platform (Dataro) in conjunction with CRM (Donorfy) lists to produce target mailing audiences
- Train team members on the best practises of CRM management and maintenance
- Keep up to date with the charity's CRM developments

- Manage current forms and produce new forms to sit within the website, including ensuring appropriate processes to deal with form submissions
- Maintain and update the elements of the CRM that are custom to Cure Parkinson's, keeping the team informed of new elements
- Manage fundraising solutions platform (Raisely) and ensure development of integration with CRM.
- Build and maintain dashboards providing visual insights into performance of relevant fundraising streams.
- Set up and maintain automated processes within the CRM, e.g. automated Mailchimp campaigns, letter templates etc. Support the Fundraising and Marketing teams with pre-planned communications journeys for targeted segments
- Support external collaborators, ad hoc, with data best practice and shared audience management

Supporter Insight:

- Retrospective reporting on campaigns providing analysis based on the data gathered.
- Proactive analysis to provide insight into areas of potential opportunity based on supporter data, working in conjunction with the Digital Manager
- Actively seek segments within our data with distinct behaviour characteristics, and work with members of the Fundraising and Marketing teams to tailor activity and communications to those segments accordingly.

Data Quality:

- Establish data standards to measure accuracy and regularly report status
- Proactively identify data issues and work with stakeholders to implement corrective measures
- Maintain clean data in compliance with GDPR best practice
- Work with the Finance team to ensure data integrity across both Finance and Fundraising systems
- Maintain a high standard of accuracy and numerical analysis, in conjunction with the Finance team

Processes and Policies:

- Support the delivery of new data processes
- Provide policies and procedures for day-to-day use of the CRM and supplementary data-generating platforms. Be responsible for data selections, ensuring data selections are planned and organised effectively across fundraising and marketing
- Ensure that data and income are reconciled between Donorfy and Finance, overseen by Fundraising Administrator and Accounts Assistant
- Oversee the Fundraising Administrator's role with the storeroom working group and protocol to ensure efficient practices and organisation within storeroom across all departments

THINGS WE ALL DO

- Support CPT events and activities as required, which will include occasional evening and weekend work
- Be an effective ambassador for the charity
- Develop an in-depth understanding of our work
- Take on other reasonable tasks, as required

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder

Hours of work and holidays:

This is a full-time role. However, it should be noted that some events will take place over weekends and Bank Holidays when your presence will be required, which will be compensated with time in lieu. We give 28 days' holiday three of which must be taken over Christmas, plus bank holidays.

Pension scheme:

After three months you will be entitled to join Cure Parkinson's auto-enrolment pension scheme to which the charity contributes between 3% and 8% depending on length of service.

Location:

Cure Parkinson's, 120 New Cavendish St, London, W1W 6XX

Diversity:

Cure Parkinson's recognises the importance of diversity and encourages people from any background to apply for this role, provided they have suitable experience and ability as indicated in this specification.