

## Data and Insight Manager

<b>Line manager</b>	Director of Fundraising & Marketing
<b>Manages</b>	Fundraising Administrator
<b>Salary</b>	Up to £36k depending on experience
<b>Location</b>	London 3 fixed days per week, home 2 days per week
<b>Hours a week</b>	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.

NB. Cure Parkinson's "assessment for recruitment requirements and competencies" follows.

<b>PERSON SPECIFICATION</b>		
<b>Assessment for recruitment requirements and competencies</b>		
<b>JOB TITLE: Data and Insight Manager</b>		
		ESSENTIAL (E) DESIRABLE (D)

<b>APTITUDES/ SKILLS/ ABILITIES</b>	<p>Ability to work collaboratively - consults others and shares expertise, know-how and ideas with colleagues for best results</p>	<p>E</p>
	<p>Ability to negotiate and influence external partners in order to maintain a win-win approach by balancing achievement of both Cure Parkinson's and our partners' objectives</p>	<p>E</p>
	<p>Excellent written and verbal communication skills, able to understand and convey complex ideas and information</p>	<p>E</p>
	<p>Ability to analyse the performance and key trends of complex programmes and produce clear proposals for improvements and growth.</p>	<p>E</p>
	<p>Ability to lead and manage people, including staff development, coaching and performance management</p>	<p>E</p>
	<p>Excellent interpersonal skills, with the ability to network and maintain good working relationships</p>	<p>E</p>
	<p>Ability to take a flexible approach to managing a wide and varied workload, prioritising and delegating accordingly</p>	<p>E</p>
	<p>Strong planning and organisational skills and an ability to manage a demanding workload, with a flexible and collaborative approach to work</p>	<p>E</p>

<b>QUALIFICATIONS</b>	Degree qualified or equivalent qualification	D
	IT literate – Word, Excel, MS publisher, databases, website, social media etc	E
	Good problem-solving skills	E
<b>KNOWLEDGE AND EXPERIENCE</b>	Broad experience in managing CRM systems, ideally specifically with Donorfy	E
	Good experience of using data insights to optimise performance and drive innovation	D
	Proven team leadership and working skills, with a track record of successfully leading cross-functional teams to deliver projects and events.	D
	Proven ability to report to management and stakeholders, understanding of key elements that would be essential to managing expectations	E