



Job Description

Post:	Data and Insights Manager
Location:	Hybrid – remote working with regular travel to Scottish SPCA HQ Dunfermline
Hours:	Full time (35 hours per week)
Reports to:	Head of Individual Giving

Purpose of the Role:

This role will be responsible for generating actionable insight into supporter engagement to help us optimise our fundraising and marketing acquisition and retention strategies; ensuring that we are talking to our supporters about the things that they're interested in, via the right channels and with the right frequency, evaluating responses in order to continually improve and deepen our supporter engagement. This role will oversee the development and maintenance of our CRM system. The role will also lead on departmental reporting, including supporting leadership colleagues with KPI design and monitoring.

Key Responsibilities:

Data and Insights

Work closely with colleagues and partners to lead on the capture of data and insights in relation to supporter information, motivations and preferences.

Work with colleagues to ensure the use of data driven insights to refine targeting, optimise campaigns, and steer the success of fundraising initiatives.

Support the database manager and provide technical support and guidance to fundraising colleagues regarding CRM usage, troubleshooting issues, and optimising workflows.

Define and champion new frameworks for embedding and monitoring good data management practice, particularly around data quality and data completeness in the CRM system.

Support the evaluation of products, propositions, campaigns and appeals to support insight led decision making, driving improved performance year on year.

Working closely with fundraising, marketing, communications and policy colleagues to optimise campaigns and appeals through data and insights and post campaign reporting.

Ensure our departmental approach to current data legislation and GDPR respects privacy and ethical standards, whilst optimising fundraising and marketing activities.

Keep abreast of sector wide data and trends to compare and inform our own approaches to fundraising and marketing.

Work closely with peers in fundraising, marketing and corporate services to ensure seamless integration of technical solutions and platforms to support delivery of fundraising and marketing activities.

Develop and implement technical and data solutions that meet project scope, budget, and timeline requirements.

Leverage technology and data to enable and enhance fundraising strategies.

Monitor and analyse the impact of technology on fundraising performance and make data-driven decisions.

Ensure solutions are designed to meet the needs of end users and drive performance.

Support departmental colleagues to design, monitor and measure key KPIs in order to evaluate progress and performance and drive results.

Support budget planning, financial reporting and regular forecasting by creating accurate income and expenditure reports and making recommendations based on past performance and sector data.

Managing relationships with partners and suppliers to ensure effective use of budget and alignment with strategic objectives

Adhere to all fundraising regulation and best practice guidance, identify areas of development and contribute to the Public Fundraising Team's ongoing pursuit of excellence

General

Lead and inspire a team of 3 colleagues, supporters and volunteers ensuring high colleague performance, engagement and wellbeing, good practice in recruitment and selection, and promote individuals' learning and development plans

Model the Society's values - Commitment, Compassionate, Professional and Expert - in your leadership approach to drive a high performing culture, high employee and volunteer engagement through effective communication, and by giving and receiving regular feedback

As a member of the fundraising leadership group, demonstrate commitment to delivering excellence, and to driving and implementing continuous improvement practices

Person Specification: Data and Insights Manager

	Essential	Desirable
Education & qualifications	<ul style="list-style-type: none"> Ability to demonstrate competence in the role through education or experience 	A qualification in data analysis
Experience & job knowledge	<ul style="list-style-type: none"> Have a strong understanding of relevant technical tools, platforms, and solutions such as CRM, third party platforms and business intelligence tools Experience in data analysis and design Experience of supporting the planning of and evaluating fundraising or marketing campaigns Ability to spot trends, anomalies and opportunities Able to demonstrate curiosity Excellent presentation skills with the ability to simplify the complex An understanding of the role of digital technologies, brand, marketing and audience segmentation to inform and influence income growth and encourage retention Experience of fundraising operations with a functional understanding of standard platforms and applications 	Experience of using an industry standard database Experience in managing high performing teams Experience using Power BI reporting tools
Job related skills / competencies	<ul style="list-style-type: none"> Excellent verbal and written communication skills Ability to build effective relationships both internally and externally Attention to detail Ability to prioritise own workload and direct the work of others Computer literate with working knowledge MS Office 	
Personal attributes	<ul style="list-style-type: none"> Ability to inspire and drive team performance Manage own time efficiently Act with professional integrity 	A strong interest in and commitment to animal welfare
Additional relevant criteria	<ul style="list-style-type: none"> Willingness to work very occasional weekends, evenings and public holidays 	