

JOB DESCRIPTION

JOB TITLE	Data and Insights Officer
TEAM	Fundraising & Marketing
GRADE	C
RESPONSIBLE TO	Head of Individual Giving
RESPONSIBLE FOR	N/A

OVERALL ROLE

This is a permanent, full-time post (35 hours per week). Hybrid working, time split equally between home and Dorset Wildlife Trust's headquarters, Brooklands Farm. The post holder will be required to attend training, meetings and events at Dorset Wildlife Trust offices or sites, as and when required.

This is a new role, integral to supporting the strategic direction of the charity, via data-driven decision-making. Although based in the Fundraising and Marketing team, the Data and Insights Officer will support staff and volunteers across the Trust by:

- Leading on all pre-campaign data selection and segmentation and post-campaign data analysis, to enable maximised campaign effectiveness and continuous improvement.
- Working with campaign owners to create meaningful KPIs for campaigns.
- Migrating all data sets held across the Trust into the CRM in accordance with the Trust's Data Protection Policy.
- Managing data held within the CRM, ensuring it is being used in a way that is compliant with the Data Protection Policy, and maximises supporter engagement, retention and income growth.
- Leading on the management and integration of data generated from sources such as the Dorset Wildlife Trust website, national Wildlife Trust campaigns, social media, Eventbrite and others.
- Providing support and advice to ensure data is well managed and effectively stored in line with data protection regulations.

KEY RESPONSIBILITIES

Data reporting, insight and analysis:

- Data segmentation, selection and analysis for all fundraising and marketing campaigns.
- Use research and analysis to help Fundraising and Marketing team to understand our current, and potential, market and audience.
- Lead on system integrations within Fundraising and Marketing such as CRM and MailChimp, EventBrite etc.
- Identify valuable data sources and automate collection processes.
- Provide creative, detailed, user-friendly reports for broad audiences including trustees/SMT.
- Clean and unify datasets to ensure data quality, integrity, and quality analysis.
- Work closely with Fundraising and Marketing Managers plus wider SMT to ensure data and systems are compliant with any legislation/processes developed.
- Prepare datasets for use by internal and external collaborators, as required.
- Represent Dorset Wildlife Trust at national website, CRM and integration meetings.

- Effective management of databases to ensure all data is stored, maintained, imported, and exported correctly.

Database:

- Strong CRM user – support roll out to staff and volunteers.
- Provide guidance and support to all users of the CRM.
- Ensure good quality, accurate user notes are maintained.

Data Protection and Fundraising Regulations

- One of three Data Protection leads for the Trust, alongside Fundraising and Marketing Director and Head of HR.
- Update and maintain Dorset Wildlife Trust's Data Protection Policy and guidance documents in line with regulations and ensure they are uploaded to relevant website areas and shared with staff and volunteers.
- Provide data protection advice and training as required.
- Ensure all data held is in accordance with the Data Protection Act, including data cleaning and de-duplication of records on the databases and data consistency across Dorset Wildlife Trust.
- Ensure accurate opt in data is obtained for all contacts and supporters in line with GDPR and that all data held and used by Dorset Wildlife Trust staff and volunteers adheres to the regulations at all times.
- Keep up to date on all new data protection and fundraising regulations.

OTHER DUTIES

All staff are expected to:

- Undertake any other duties appropriate to the post as delegated by the line manager.
- Contribute to other Dorset Wildlife Trust activities when required, to deliver the aims of the Strategic Plan.
- Engender a culture of supporter recruitment and retention within the team.
- Abide by organisational policies and procedures laid down in the Staff Handbook, including promoting equal opportunities particularly with regard to volunteer work.
- Ensure that Health and Safety policies and procedures are met in all aspects of the role.

Some evening and occasional weekend working may be required with time off in lieu. There also may be periodic travelling within the county with occasional journeys further afield; Dorset Wildlife Trust pool cars are available but own vehicle may be needed. A valid driving licence is a requirement of this position. Overnight stays are only rarely required.

PERSON SPECIFICATION

Area A: Experience

The post holder will be expected to have relevant experience in the following areas:

- Working with databases and analysing data (essential)
- Working with large, complex data sets (essential)
- Producing detailed analysis/reports (essential)
- Managing communication preferences and adhering to data protection laws and fundraising regulations (essential)

- Making strategic recommendations based on data insights (essential)
- Running/facilitating training sessions (desirable)
- Working within a charity (desirable)
- Project management (desirable)
- Working with volunteers (desirable)

Area B: Knowledge

The post holder is expected to have knowledge of the following:

- A degree or relevant qualification
- Strong data management abilities
- Ability to understand and articulate complex data sets
- Extensive analytical and data interpretation skills
- Excellent knowledge of data protection regulations
- A detailed knowledge of data protection laws and fundraising regulations
- Ability to train others and share knowledge and best practice

Area C: Skills/Qualifications

The post holder will require the following skills/qualifications:

- Excellent computer skills, including CRM.
- Excellent verbal and written communication skills.
- Excellent time management, organisation and prioritisation skills.
- Ability to train, supervise and work with volunteers.
- Valid driver's licence.

Area D: Personal Qualities

- A team player who can also work independently
- Methodical, diligent approach
- Eye for detail, particularly with regards to data accuracy
- Organised with ability to prioritise workload
- Pride in quality of work
- Personable
- Flexibility
- Commitment to the cause

Director signature: Sara Thompson

Date: 11/06/2024

Postholder signature:

Date: