

JOB DESCRIPTION

‘Happy to talk about Flexible Working’

Job Title:	Fundraising Data Manager
Department:	Income Generation & Marketing
Hospice Band:	Band F
Reports to:	Head of Fundraising Partnerships & Supporter Experience
Responsible for:	n/a
DBS Required	Basic

Job Purpose

As part of the Fundraising Team, you will process and maximise the quality of its data, so that it can be used to deliver insights that will help to increase voluntary income.

This role is responsible for the management of the Donorflex CRM system, which incorporates all data for fundraising and engagement purposes and records all voluntary gifts and Gift Aid.

Working across the department, the post holder will take ownership for the delivery of high-quality data processing, ensuring systems capture the right data about supporters so the charity can plan insight-led activities to raise the voluntary income needed for The Hospice Charity Partnership (HCP) to achieve its goals.

The post holder review, develops and implement appropriate data management processes; proactively leading on improvements to the database and leading on the development and training staff members in how to use and maximise the database. The Fundraising Data Manager will champion a culture of capturing, recording and managing quality data.

As the fundraising team GDPR lead, this role will ensure that the HCP is compliant in all aspects of storage and usage of data. You will assist the team in trouble-shooting and carry out routine maintenance, acting as the primary system administrator for the Donorflex environment.

Main Duties and Responsibilities

Data Analysis & Insights:

- Undertake a programme of data analysis to understand who our donors are, what their motivations and preferences are and how best fundraisers can communicate with them in order to grow income from fundraising campaigns, appeals and events
- Make recommendations for new approaches - what's working and what's not;
- Test assumptions and gain an understanding donor behaviours
- Analyse different donor groups to better understand their needs; targeting and optimising services, products and campaigns to suit those needs.

Measuring & Reporting:

- Provide key data metrics to fundraisers to support the measuring and evaluation of key fundraising campaigns, appeals and events
- Provide monthly reports on donor acquisition, retention and attrition
- Test segments of data through mechanisms such as A/B testing via email marketing and action any findings.

Data Processing & management:

- Review and update all fundraising data processes and procedures
- Conduct an annual data cleanse and data messaging audit across all fundraising marketing materials and channels
- Work with the Supporter Experience team to ensure that all duplicate records are removed, data errors are corrected, unsubscribe requests and marketing preferences are processed.
- Maximise income gained through Gift Aid by managing the declaration process
- Take responsibility for the claiming of all Gift Aid income, and ensure The HCP is operating within the guidelines set by HMRC and maximising all opportunities.

Database and information governance:

- Give guidance on all Donorflex training programmes, both with supplier and internal teams, develop appropriate training materials and courses to deliver training to staff to support their knowledge and skill development.
- Maintain knowledge of technological developments for Donorflex and their impact or benefit to the charity.
- Ensure the Donorflex database supports fundraising activities, whilst retaining the integrity of the financial information needed.
- Ensure the IG&M department are GDPR compliant, and provide advice and guidance as the department GDPR lead.
- Act as lead contact for the Fundraising Regulator providing reports when required.

Expectations:

- Work flexible hours including evenings and weekends when required.
- Ability to travel to external meetings
- Ability to work across both hospice sites
- Undertake any other duties as may be required by the Head of Fundraising Partnerships & Supporter Experience and/or the Income Generation Director

General Duties

Confidentiality

- All employees are required to uphold the confidentiality of all information records in whatever format, encountered in the course of employment and after it.
- All employees are bound by the requirements of GDPR when, in the course of their employment, they deal with information records relating to individuals

Equality and Diversity

- The Hospice is committed to promoting an environment that values diversity. All staff are responsible for ensuring that they treat individuals equally and fairly and do not discriminate on the grounds of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation. The Hospice expects all staff to behave in a way which recognises and respects diversity in line with the appropriate standards.

Health and Safety

- All employees have a responsibility under the terms of the Health and Safety at Work Act 1974 to protect and promote their own health and that of others in the workplace
- All employees must comply with all Hospice Health and Safety Procedures

Infection Control

- The prevention and control of infection is the responsibility of everyone who is employed by the Hospice. Employees must be aware of infection control policies, procedures and the importance of protecting themselves and their clients in maintaining a clean and healthy environment.

Information Governance

- All employees are responsible for ensuring they undertake any training relating to information governance, read the Hospice's policies, procedures and guidance documents relating to information governance, and that they understand how this affects them in their role.

Professional Development

- All employees must participate in an annual appraisal and develop personal development plan with line manager
- All employees are responsible for ensuring their statutory and mandatory training is maintained

Safeguarding Children, Young People and Vulnerable Adults

- The Hospice is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All employees and volunteers are therefore expected to behave in such a way that supports this commitment.

The job description is not exhaustive and may be amended following appropriate consultation in the light of business needs

PERSON SPECIFICATION

Job Title:	Fundraising Data Manager
Department:	Income Generation & Marketing
Hospice Band:	Band F

Requirements	Essential	Desirable	How identified
Education and Qualifications	<ul style="list-style-type: none"> Educated to degree or equivalent in a relevant area or Specialist underpinning theoretical knowledge supported by extensive relevant practical experience. Evidence of CPD 	<ul style="list-style-type: none"> Member of Association of Accounting Technicians 	AF, C
Knowledge and Experience	<ul style="list-style-type: none"> Substantial experience of managing and working with fundraising databases Good analytical skills, attention to detail and problem solving Ability to interpret information and quickly assimilate data and spot inconsistencies/patterns Significant experience of working in a fundraising setting directly supporting donors Comprehensive understanding of the supporter journey and related processes Thorough understanding of data protection and confidentiality in the context of fundraising and finance departments Track record of improving systems and procedures that lead to efficiencies, and adopting LEAN ways of working 	<ul style="list-style-type: none"> Experience of using Donorflex Experience of supporting the needs of a multi-functional fundraising team or department Knowledge of the Gift Aid Scheme Proven ability to lead teams through complex change Use of computerised accounting packages and spreadsheets for financial reporting 	AF, I
Personal skills and attributes	<ul style="list-style-type: none"> Ability to analyse sector specific information from a variety of sources and translate key findings to inform future strategy 		AF, I

	<ul style="list-style-type: none"> • Strong focus on attention to detail and ability to work methodologically. • Ability to manage multiple, sometimes conflicting, priorities. • A dynamic, dedicated and enthusiastic individual with the ability to motivate others to achieve their best • Skilled in data analysis and presentation • Sees tasks through to completion and takes responsibility for identifying and implementing solutions • Analytical skills with exemplary attention to detail • Ability to build effective and influential relationships at all levels internally and externally • Operates with high levels of integrity • Listens to and shares information, opinions and ideas • Communicates in a range of effective approaches tailored to the audience needs • Understands stakeholder needs and responds appropriately able to manage a complex and demanding workload • Ability to critically evaluate systems and processes and implement improvements • Willingness to work flexible hours according to the needs of the department • Has personal resilience and emotional intelligence to deal with occasional exposure to the emotional situations of our patients, families and carers before and after bereavement. 		
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Application form

I=Interview

T=Test

C=Certificate