

# Senior Data & Insights Officer



## Amref Health Africa UK

**Reports to:** Director of Fundraising

**Contract:** Permanent, part-time (28 hrs / 4 days per week)

**Location:** Hybrid – a mix of home working and time in our London (Bermondsey) office

**Salary:** £27,500 (FTE £34,375)

## About Amref Health Africa

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**Amref Health Africa is the largest Africa-based international health development organisation. We work to bring about lasting health change in Africa.**

Headquartered in Nairobi, Amref works in 35 countries to improve access to healthcare and to help create an environment that is conducive to good health. Amref's programmes focus on: child health and nutrition; communicable and non-communicable diseases; health financing; maternal, newborn health; neglected tropical diseases; sexual and reproductive health and rights; and water and sanitation and hygiene. Our programmes align with our [Global Strategy objectives](#): to increase primary healthcare access for all, and to address the social determinants of health such as access to education, gender, and exposure to the impacts of climate change.

Amref Health Africa UK (Amref UK) is an independent UK-registered NGO that exists to support the programme and policy activities of Amref. With a UK-based Board of Trustees and staff team, our main purpose in the UK is to develop and manage partnerships with UK donors who want to support Amref's work in Africa. [Amref UK's Strategy 2024–2030](#) will deliver growth to support the work towards Africa's health transformation. Guided by our organisational values of **Integrity**, **Quality** and **Ubuntu**, we raise funds by engaging supporters and donors from across the giving spectrum.

## About this Role

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We are seeking a highly motivated and detail-oriented **Senior Data & Insights Officer** to lead on the day-to-day maintenance and utilisation of our data management platform, Microsoft Dynamics 365, with a particular focus on the Customer Relationship Management (CRM) module. This role is pivotal to supporting a culture of data-driven decision-making across Amref UK, ensuring the integrity and strategic use of our data to enable strategic growth in supporter engagement, retention and income generation.

The Senior Data & Insights Officer will be a key point of contact for colleagues across the organisation, playing an instrumental role in supporting how we gather, manage and utilise data at Amref UK. They will be critical in providing expertise and establishing new ways of working across key Amref UK teams, including Supporter Engagement, Programmes & Strategic Partnerships, Finance, Operations and Senior Management. The postholder will be the organisational expert in Microsoft Dynamics working with senior leaders, Amref HQ ICT, Amref's global Fundraising Development team (F&D) and third-party vendors to develop, implement and integrate processes and reporting tools that aid analysis and insight. They will work with HQ ICT to deliver improved functionality and system upgrades while maintaining data integrity and compliance requirements. Experience in relational database design and familiarity with marketing tools such as Google Analytics would also be an advantage.

To be successful in this role, the post holder will need to be a team player who brings a combination of technical expertise, communication skills and business change experience.

# Responsibilities

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## DATA STRATEGY & GOVERNANCE

1. Support Amref UK teams to use Microsoft Dynamics and associated platforms and systems, identifying training needs and process improvements, conducting routine data quality checks to maintain a good level of accuracy and data hygiene across systems.
2. Lead on Microsoft Dynamics troubleshooting, escalating issues to HQ ICT as needed.
3. Identify opportunities for improving system functionality, configurations, integration, workflows, forms, automation and reporting, liaising between UK office and HQ ICT to prioritise and implement changes.
4. Develop, maintain and optimise robust, reliable and accurate data systems and monitoring processes.
5. Create and implement operational milestones and deliverables that are aligned to the Amref UK's Operational Plan, ensuring budgets are planned, tracked and adhered to.
6. Liaise with HQ ICT to manage user permissions to Amref UK data platforms, including user creation, rights and closure.
7. Ensure data is managed and structured in line with relevant legislation, Amref UK's data protection policies and HMRC requirements.
8. Oversee data governance for Microsoft Dynamics which includes but is not limited to:
  - a. Data standards
  - b. Data Audit
  - c. Data structures
  - d. Reporting
9. Involvement in any future MS Dynamics configurations or systems migrations that may be required.
10. Ensure that the CRM and other marketing platforms are correctly segmented to target marketing activities appropriately.
11. Bring together data securely from multiple sources such as Microsoft Dynamics, market analysis tools and spreadsheets – helping to ensure it is clean and easy to work from.

## DATA ANALYSIS & REPORTING

1. Develop reports and visualisations, working with teams to define key performance indicators (KPIs).
2. Translate complex data into compelling narratives that support fundraising campaigns, donor stewardship, and impact reporting.
3. Contribute data and insights to strengthen funding bids, stakeholder engagement, and to support everyday decision-making across the Amref UK.
4. Support the development and implementation of automated data processes and supporter journeys to enhance operational efficiency and engagement.
5. Create, maintain and enhance data dashboards, reports and visualisations to communicate complex information in a clear, engaging way for non-technical stakeholders, including the Senior Management Team and Trustees.
6. Perform ad hoc analyses and reporting tasks as needed to support decision-making, business development and fundraising activities.
7. Utilise AI tools to test, understand and gain new insights into audiences and data.

## COLLABORATION & USER SUPPORT

1. Work closely with different departments, including senior stakeholders, to identify data needs and provide accurate, relevant and timely data that contributes to a culture of continuous improvement, enhanced efficiency and evidence-based decision-making.
2. Ensure seamless integration of MS Dynamics with platforms such as finance systems, email marketing tools, and fundraising platforms.
3. Prioritise demand in conjunction with key stakeholders across the organisation, considering user processes, security and system changes, technical feasibility of requested changes, and the other work being carried out across Amref UK and global teams.
4. Provide technical and practical expertise to ensure that Microsoft Dynamics becomes embedded across the organisation, assisting Amref UK end-users in their daily use and maintenance of data platforms.
5. Resolve data-related issues by working closely with Amref HQ ICT and engaging with technical support partners as required.
6. Develop and deliver data management and CRM training programmes, building the data literacy of all Amref UK teams, empowering them to utilise insights in their work.
7. Be self-motivated and undertake continuous learning on current and future tools and techniques, staying relevant in your field and improving Amref UK's data driven decision making by sharing the knowledge gained and embedding new ways of working as appropriate.
8. Demonstrate a commitment to Amref UK's Values and Code of Conduct, role modelling inclusive behaviours.

## Person Specification

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### ESSENTIAL

- Minimum of 3 years' experience with Microsoft Dynamics CRM.
- Experience in producing dashboards, reports and trend analysis for internal stakeholders.
- Competent with reporting and data visualisation tools, with a working knowledge of business intelligence, e.g. Power BI, Qlik.
- Fluent written and spoken English, with excellent interpersonal, presentation and communication skills.
- Resilience in working to deadlines and managing workloads with intense peak periods.
- Strong communication skills, with the ability to translate complex data into accessible insights.
- Project management skills, with the ability to multi-task and prioritise effectively, with a high degree of flexibility and adaptability to respond to changing needs.
- Excellent attention to detail, organisational and problem-solving skills
- Good understanding of UK data protection principles and regulations.
- Confident and proficient in the use of Microsoft Office 365.

### DESIRABLE

- Microsoft Dynamics 365 credentials.
- Experience in descriptive and predictive data analytics within the charity or public health sectors.
- Knowledge in databases, especially Microsoft SQL Server.
- Lived experience and/or experience working in the health development sector.
- Experience in working in a multicultural environment.

# Benefits of Working at Amref UK

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- Amref UK is a [Living Wage](#) employer
- Generous pension scheme with employer match of up to 7.5%
- Flexible working opportunities
- Enhanced parental leave policies, personal celebration day and volunteering leave
- 25 days annual holiday allowance, rising to 27 after 2 years' service, plus bank holidays and 3 additional days at Christmas
- Season ticket loan and Cycle-to-work schemes
- Staff Benefits and Employee Assistance Programme through BHSF Connect
- Tickets for Good membership
- Support for continuous professional development

## Notes for Applicants

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To apply, please read the job description and submit a CV and cover letter (maximum of 2 pages each) demonstrating your interest in and suitability for the role. Applications must be submitted by **5pm BST on Monday 18<sup>th</sup> May 2026**. Virtual first round interviews will take place the **week commencing 25<sup>th</sup> May 2026**. In-person second round interviews will take place in London on **Tuesday 2<sup>nd</sup> June 2026**.

Amref UK champions diversity, equity and inclusion in every aspect of our work. We appoint our staff on merit, respecting and valuing the wide range of ways in which they can demonstrate the potential, experience and skills we seek. Unfortunately, Amref UK is not able to support UK work permit sponsorship for this role, so all candidates must already hold UK Right to Work status.

If you have additional access needs, require support with your application, or if you have any questions about the role, please email [HR@amrefuk.org](mailto:HR@amrefuk.org) with "Senior Data & Insights Officer role" in the subject line.