

Job Description

Job Title	Data and Insight Manager
Reporting to	Director of Finance and Business Operations
Location	Croydon Drop In, 132 Church Street, Croydon CR0 1RF (hybrid working considered)
Contract Type	Fixed-term contract until 30 June 2028
Salary	Up to £39,000 FTE (up to £23,400 pro rata for 21 hours per week)
Hours	21 hours per week (0.6 FTE)
DBS Check	Enhanced DBS check required

About Croydon Drop In

Croydon Drop In (CDI) is a Croydon-based children's charity providing an integrated pathway of mental health, wellbeing and therapeutic support to children, young people and families aged 10–25. We work across the borough through therapeutic services, our SEND and Transitions service, and our Outreach and Talkbus programme, supporting over 5,000 young people and family members each year.

We are commissioned by the South West London Integrated Care Board (SWL ICB) and funded by a range of trusts and foundations.

We are at the start of an ambitious three-year strategy aimed at creating a safe, stable and thriving organisation. Developing our data maturity is a central part of that strategy — we want to become a genuinely data-driven and insight-led organisation, using what we know to improve services for young people, identify gaps in provision, and innovate new ways of meeting need. This role is central to making that ambition a reality.

Central to our strategy and values is a commitment to co-production and the meaningful involvement of young people in the design and development of our services. We believe that data and insight should not just be about numbers — it should help us better understand and amplify the voices, experiences and needs of the young people we serve. The Data and Insight Manager will play an important role in helping us develop the tools, processes and culture to make that happen.

Purpose of the Role

CDI is implementing a new cloud-based case management system to replace legacy systems and bring all our services onto a single integrated platform. The Data and Insight Manager will be the person who embeds that system across the organisation and ensures it delivers lasting value.

This is a dual role, requiring both technical expertise and the ability to lead organisational change. You will be responsible for the ongoing ownership of the CRM, for building the reporting and data insight functions that managers need to run their services effectively, and for embedding a data culture across CDI — helping staff and

managers at all levels engage with data as a practical tool that supports their everyday work.

Importantly, this role is about more than numbers. It is about helping CDI better understand the lived experiences of the young people we support — working closely with staff to surface insights that deepen our knowledge of what young people want, what works for them, and where we need to do more. Data, in this context, is a way of listening as much as it is a way of reporting.

Crucially, this role is not limited to service delivery data. You will work alongside the Director of Finance and Business Operations to develop reporting and insights across all areas of the organisation, including finance, HR and governance — helping CDI's leadership team make better-informed decisions across the whole organisation.

You will also act as Deputy Data Protection Officer, supporting the Director of Finance and Business Operations in their DPO role.

Main Duties and Responsibilities:

Systems Ownership and CRM Management:

1. Act as Systems Owner for CDI's case management system, taking responsibility for its ongoing management, configuration and continuous improvement after handover from the Project Manager.
2. Work closely with Service Managers to ensure the system remains responsive to operational needs across all CDI services.
3. Manage user accounts, access permissions and system security in line with CDI's data protection policies.
4. Liaise with the CRM software developer and any third-party providers to resolve technical issues, request enhancements and manage the development roadmap.
5. Maintain accurate system documentation, including user guides and standard operating procedures.
6. Monitor upcoming CRM updates and new features from the software developer, assessing their relevance and impact for CDI, testing changes before rollout, and briefing staff on anything that affects their day-to-day use of the system.
7. Deliver induction training for new staff and refresher training for existing staff on CRM use and data entry standards.

Reporting, Dashboards and Data Insights:

8. Design, build and maintain Power BI dashboards and reports that give managers clear, accessible insight into the performance of their services.

9. Develop monthly and quarterly reports for managers, working with them to tell the story behind the numbers — not just presenting data, but helping teams understand what it means and what it should prompt.
10. Support the development of high-quality, meaningful reports to funders and commissioners, and contribute to CDI's annual impact report, helping to tell the story of our work and its difference to young people and families.
11. Extract and analyse data from the CRM to support evaluation of CDI's strategic objectives and to evidence impact.
12. Working alongside the Director of Finance and Business Operations, develop reporting and insights across finance, HR and other organisational functions — not just services — to support leadership decision-making across the whole organisation.
13. Produce ad hoc data analysis as required, including demographic breakdowns, outcomes data, safeguarding trends and referral pathway information.
14. Ensure data quality and accuracy, working with staff to identify and resolve data entry issues.

Embedding Data Culture and Building Staff Capability:

15. Lead the embedding of the CRM and associated data practices across the organisation.
16. Develop and deliver induction and refresher training for staff on CRM use, data entry standards and reporting tools.
17. Create training materials including user guides, video walkthroughs and quick reference resources.
18. Identify and support 'data champions' within service teams who can provide peer support and help embed good data practice in their areas.
19. Work with managers and frontline staff to translate data into accessible, meaningful insights that inform day-to-day service delivery and strategic decision-making.
20. Support staff to use data not just for reporting purposes, but as a genuine tool for understanding young people's experiences — supporting CDI's commitment to co-production and the meaningful involvement of young people in shaping the services they receive.
21. Support the organisation to improve its data maturity over time, building staff confidence and capability in working with data.

Data Quality, Governance and Board Reporting:

22. Lead on maintaining the quality, consistency and accuracy of data across all services.
23. Support the development and enforcement of mandatory recording standards.
24. Working with the Director of Finance and Business Operations, supply data and reports to CDI's Board of Trustees and relevant committees — including Finance, Audit and Risk, Quality, and People committees — to support trustee assurance and organisational governance.
25. Contribute to CDI's quality assurance processes, using data to identify trends, risks and areas for improvement.
26. Ensure CDI's data practices comply with GDPR and the Data Protection Act 2018.

Deputy Data Protection Officer:

27. Act as Deputy Data Protection Officer, supporting the Director of Finance and Business Operations in their DPO role.
28. Take responsibility for the management and delivery of Subject Access Requests (SARs), ensuring responses are accurate, complete and compliant with statutory timescales.
29. Support data breach reporting and data protection impact assessments.
30. Keep up to date with relevant data protection legislation and guidance, and advise staff on compliance requirements.
31. Contribute to the review and maintenance of CDI's data protection policies and procedures.

Other Tasks:

- Work collaboratively with the CEO, Director of Finance and Business Operations, Service Managers and the wider team to support CDI's Digital and Data Transformation Programme.
- Adhere to CDI's safeguarding policies at all times and complete required safeguarding training.
- Undertake any other duties commensurate with the post as reasonably requested by the line manager.

Person Specification

The following criteria will be used to shortlist and assess candidates. Please ensure your application clearly demonstrates how you meet the essential criteria.

Criterion	Essential	Desirable
Knowledge and Experience		

Experience in a data management, business intelligence or data analyst role	✓	
Demonstrable experience building dashboards and reports in Power BI for non-technical audiences	✓	
Strong working knowledge of Microsoft Excel, including formulas, pivot tables and data validation	✓	
Experience managing or administering a CRM or case management system	✓	
Experience designing and delivering data training or building staff capability around systems and data	✓	
Experience producing reports for senior leadership, boards or governance committees	✓	
Experience working across multiple data domains (e.g. service, finance, HR) rather than purely operational data		✓
Experience working in the charity, voluntary, health or public sector		✓
Experience working in or alongside services for children, young people or mental health		✓
Familiarity with Microsoft Fabric, SQL or other data tools		✓
Knowledge of GDPR and the Data Protection Act 2018	✓	
Experience acting as or supporting a Data Protection Officer, including handling SARs		✓
Skills and Abilities		
Ability to communicate complex data clearly and accessibly to non-data audiences	✓	
Ability to lead change — influencing behaviour, building buy-in and supporting staff through transitions	✓	
Strong analytical skills with the ability to translate data into clear, actionable insights	✓	
Ability to plan and manage workload independently across multiple competing priorities	✓	
Strong attention to detail and commitment to data quality and accuracy	✓	
Ability to build effective working relationships at all levels of an organisation	✓	
Personal Qualities		
Genuine commitment to CDI's mission and to improving outcomes for children and young people	✓	
Pragmatic and hands-on — comfortable moving between technical work and people-facing work	✓	
Proactive and self-motivated, with confidence to take ownership of a function and drive it forward	✓	
A collaborative team player who understands that data is most valuable when it serves the people using it	✓	

An understanding of and commitment to co-production and the involvement of young people in shaping services — and an interest in how data and insight can support that		✓
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