



JOB DESCRIPTION

Overview of Role	
Job title	Database and Insight Manager
Reports to	Head of Individual Giving
Hours	37.5 hours per week It is expected that work will sometimes be required outside normal working hours. However, time off in lieu is offered in accordance with the policies and procedures around working additional hours.
Contract	Permanent
Location	Leeds (with flexibility to work from home).
Holiday	27 days per year (for a full-time member of staff, pro-rata for part-time staff)
Leeds Hospitals Charity	
<p>Leeds Hospitals Charity is proud to support Leeds Teaching Hospitals NHS Trust. The Trust comprises seven hospitals and a dental institute, including Leeds General Infirmary, St James's University Hospital, Leeds Children's Hospital and Leeds Cancer Centre. At Leeds Hospitals Charity, we work with NHS staff to improve the experience of patients and families. We're passionate about healthcare and about making our hospitals amazing.</p>	
About the role	
<p>Reporting to the Head of Individual Giving, the Database and Insight Manager role will help to continue to transform the way the Charity uses data to make decisions and support our fundraising strategy.</p> <p>The postholder will manage the fundraising CRM and work across the whole charity to ensure the database is kept up to date and accurate, as well as providing us with</p>	

the best possible insight, tracking, recording, and processing of all supporter interactions.

In this role you will manage the Data & Insight Officer, Database Officer and Database Administrator and collaborate closely with the Supporter Care Manager to ensure that we are providing outstanding supporter experience.

Key Job specifics and responsibilities

Fundraising, Insight and Reporting

- Management and continued development of our cloud-based Charity Fundraising CRM system. Working closely with Fundraising, Communications and Finance teams to ensure the system serves their requirements.
- Develop and provide robust, high quality and insightful KPI reports, dashboards and analysis for each area of the charity.

Inform and update the Head of Individual Giving and Director of Fundraising on response patterns, donor profiles and trends within our database, providing insightful and accurate data to underpin strategic fundraising decision making and informing marketing campaigns.

- Responsibility in data profiling, segmentation and selections for fundraising activity to support increased income generation and supporter retention.
- Work with all teams across fundraising and communications to provide in depth analysis and develop reports to promote insight-led marketing, to ensure best practice is being adhered to and to maximise fundraising income.
- To lead on sector benchmarking studies, identifying opportunities for improvement across the fundraising portfolio.
- Create and ensure adherence to processes; lead annual training on the Database; support the Data Team with financial reconciliation work; and provide insight about fundraising benchmarks and performance.
- Work closely with Supporter Care Manager/Supporter Care Team on projects and initiatives that will help with loyalty, retention and engagement of our supporters.
- Lead on CRM engagement and support the wider fundraising team with our database.
- Assist the fundraising team with digital methods to capture and create information needed for reporting and analysis, e.g. via online sign-up forms.

- Work closely with the Head of IT on systems, updates and developments around integrations and AI projects.

Compliance and Processing

- Document and set approaches to manage change and improvement of data capture processes across the teams.
- Audit database regularly to ensure data is clean, accurate and that staff are following procedures for data entry and management.
- Lead on new projects relational to our data and processes such as data retention schedules and improvement of existing and new automations.
- Lead on fundraising wide data product development and take responsibility for data protection compliance/GDPR, in collaboration with the Head of Individual Giving and Governance Team.
- Ensure that you are up to date with relevant Data Protection and Fundraising legislations that will inform actions, updates or changes that impact our Fundraising data.
- Distribute relevant information to all departments regarding CRM updates and provide advice regarding compliance and new regulations.
- Training of staff on GDPR considerations in relation to supporter data.

Managerial and budgeting

- Manage and support the Data & Insight Officer, Database Officer and Database Administrator.
- Conduct regular 1-2-1's, annual/bi-annual performance reviews, team planning and fulfilment of recruitment processes.
- Contractual review of costs and negotiations relating to Fundraising CRM upon term renewal.

Other

Confidentiality and Data Protection Act

All employees of the Charity must not, without prior permission, disclose any information regarding patients or staff. In instances where it is known that a member of staff has communicated information to unauthorised persons, those staff will be liable to dismissal. Moreover, the Data Protection Act 1998 also renders an individual liable for prosecution in the event of unauthorised disclosure of information.

Health & Safety

All staff are required to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law whilst following recognised codes of practice and policies on health and safety

Service Excellence

All staff are required to support the Charity's commitment to developing and delivering excellent customer-focused service by treating patients, their families, friends, carers and staff with professionalism, respect and dignity.

Equality Diversity & Inclusion

No job applicant or employee is discriminated against either directly or indirectly. The Charity commits itself to promote equal opportunities and will keep under review its policies, procedures and practices to ensure that all users and provides of its services are treated according to their needs

Disclosure & Barring Service

If you are offered a position, you may be required to undertake a DBS. The Charity may administer the DBS check on your behalf, or you may be asked to undertake it yourself and report the result. The Charity will cover the cost. You may also be required to participate in the DBS Update Service. This is a condition of your employment.

Review of Job Description

This job description and person specification are an outline of the tasks, responsibility and outcomes required of the role. The job holder will carry out any other duties that may reasonably be required by their line manager and amended in the light of the changing needs of the organisation, in which case it will be reviewed in conjunction with the post holder.

Terms & Conditions

As this post is based on NHS hospital premises, this post is exempt from the Rehabilitation of Offenders Act 1974, meaning that any criminal conviction must be made known at the time of application and interview. The NHS Employment Checks Standard will apply to all applicants.

Charity Activity

Charitable Activities 20% Raising Funds 80%



PERSON SPECIFICATION

	Criteria	Measured by:
Knowledge & Experience		
Essential	Experience of: <ul style="list-style-type: none"> • Successfully managing and leading a team. • Providing accurate KPI reporting. • Management of data and projects/CRM systems. • Manipulating and processing complex data sources, analysing supporter data. • Gathering and analysing data, extrapolating meaningful insights and producing recommendations across the whole of fundraising. • Creating systems and procedures that support and improve organisational practice. • Experience in using data visualisation tools. 	CV/Application form & Interview
Skills and Attributes		
Essential	<ul style="list-style-type: none"> • Strong communication skills. • Highly computer literate, confident and proficient in working with Excel, Word, Publisher, PowerPoint and CRM systems • Good knowledge of Excel including formulae, pivot tables and graphs. • Strong understanding of Fundraising and Gift Aid legislation and compliance rules. • Strong analytical skills, with the ability to interpret results and draw conclusions and high-quality analysis. • A strong team player. • A keen passion for all things data related. 	CV/Application form & Interview
Education/Qualifications/Professional Registration		

Essential	<ul style="list-style-type: none"> • Knowledge of data handling tools including platforms such as SQL (querying) and statistical tools. • Any relevant statistical, analytic, or software qualification or relevant professional experience. 	CV/Application form/Certificates
Other		
Essential	<ul style="list-style-type: none"> • An understanding of and able to demonstrate the Leeds Hospitals Charity values. 	CV/Application form/Certificates