

JOB DESCRIPTION

Post	Digital Data Manager
Reporting to	Head of Fundraising
Accountable to	Deputy Director of Income Generation
Contract type	Permanent
Location	Whittington with some flexibility for remote working
Hours	Full time (37.5 hours per week) with flexibility to work evenings and weekends when required
Annual salary	D1 £29,688.36 to D3 £36,305.99

Job purpose
<p>The Digital Data Manager reports directly into the Head of Fundraising and plays a lead role in driving income generation through strategic management of data. You will also be developing team skill and expertise to ensure a joined-up approach to data.</p> <p>You'll be responsible for overseeing all data operations, ensuring smooth data collection, integration, and analysis. This includes managing a team of one, ensuring efficient processes for data selection, import and general CRM support. Your exceptional project management skills will be crucial, as you'll lead data-driven initiatives and implement agile methodologies for continuous improvement which will be pivotal in transforming data into actionable insights that contribute to the charity's success and service delivery.</p> <p>You'll be creative and commercial in your approach, leveraging digital tools to maximise efficiency and return on investment. Leading on the review, recommendation and rollout of a new CRM into the future will play a large part of your role with automation and streamlining of enhanced processes and procedures in order to increase income generation impact, being the desired output.</p> <p>Key responsibilities include leading on the management of a large CRM used for both fundraising and lottery donors/supporters whilst ensuring we continue to meet all regulatory compliances, legislation and policy. With a passion for our cause and a commitment to innovation, the Digital Data Manager will play a crucial role in expanding our digital footprint and maximizing our fundraising potential.</p>

Key tasks and responsibilities
<p>The role entails but is not limited to:</p> <ul style="list-style-type: none"> • Oversee the strategic planning, implementation, and maintenance of the digital infrastructure within Fundraising to enhance and maximise the effectiveness of our operations and income generation abilities. • Develop and lead the implementation of the digital strategy in collaboration with the Head of Fundraising and Individual Giving Manager. • Collaborate cohesively with the Individual Giving Manager, Fundraising Development Manager and Head of Fundraising to support new initiatives ensuring that the necessary infrastructure is in place to support project requirements. • Manage Fundraisings digital infrastructure, including software and digital systems, ensuring it is compliant and fit for purpose.

- Proactively investigate and identify opportunities for digital improvement to existing processes.
- Support the Digital Data Officer to create and implement frameworks to develop the skills of colleagues, enabling teams to effectively use digital infrastructure tools.
- Source, manage, and assess suppliers, ensuring best value and effective service delivery in collaboration with the Finance team and IT team. e.g. CRM.
- Work closely with IT and Data Protection teams to implement and monitor risk mitigation strategies to safeguard the organisation's digital assets and data.
- Be the first point of contact for the Fundraising digital infrastructure, assessing and planning the scalability and capacity needs of the digital infrastructure to support current and future needs.
- Responsible for monitoring expenditure within agreed budgets.
- Ensure accountability by preparing and delivering management reports on budgets, infrastructure health and impact.
- Lead on and support the Digital Data Officer to provide induction training and ongoing support to the Income Generation team with regards to our CRM usage.
- Oversight of the creation and management of donor/supporter segments with the support of the Individual Giving Manager and Digital Data Officer, utilising our databases to collating and producing regular reports and analysis for decision making.
- Ensure that pathways and workstreams are in place to support the maintenance of the CRM database, ensuring all the data complies with legal requirements.
- Oversight of safe processing of Fundraising data across the organisation by providing knowledge and expertise to the Data Protection Steering group/Digital Transformation Group, sharing best practice and identifying risk.
- Creation of induction training and ongoing support with for CRM usage for the Income Generation team, to be delivered by the Digital Data Officer.

Key relationships:

- Digital Data Manager
- Head of Fundraising
- Individual Giving Manager
- Fundraising team
- Lottery team
- IT team
- Finance team

MAIN CONDITIONS OF SERVICE

Our vision and values

All staff must commit to our vision and values and exhibit behaviours in line with these. We have adopted five core values that have been developed through engagement with our volunteers, staff, patients and families. These are the values that characterise all that we do and our behaviours with our patients and families, and each other.

Our values:

- We care
- We are trustworthy
- We work together

- We are creative
- We take pride

These values underpin everything we do and we expect all staff at St Giles, in all capacities - employees, bank staff, contractors, agency staff, those who hold honorary contracts, students and volunteers - to share and uphold these values. Each value is supported by behavioural standards and employees will be expected to display these behaviours at all times.

We also expect that everyone who works here shall act in such a manner as to justify public trust and confidence and to uphold and enhance the good standing and reputation of St Giles Hospice. Individuals must therefore always carry out their duties with due regard to the Hospice's Equality and Diversity Policy.

Research and Development

At St Giles we are committed to continually improving the service that we offer through development and research. To achieve this, we expect all employees to:

- commit to engage in research, audit and service improvement
- approach practice with an evidence base
- maintain professional development and learning in relation to your role

Mandatory training

All staff must complete ongoing mandatory and role-specific training pertinent to their post, and this should be confirmed with their line manager.

Health and safety

Staff are required to observe local health and safety arrangements and take reasonable care of themselves and persons who may be affected by their work.

Equal opportunities

Staff are required to comply with the St Giles Hospice approach to equal opportunities and treat everyone the same, regardless of their gender, race, disability, marital status, religion or belief, sexual orientation, gender reassignment, pregnancy and maternity or age.

Infection prevention and control

Staff must adhere to current policies and procedures on infection prevention and control to ensure that they are aware of these provisions. It is not intended to be an exhaustive list of responsibilities, but more an outline framework against which staff and managers have flexibility to develop and define the detail of the work undertaken.

Information governance

Staff are required to keep all patient and staff information confidential unless disclosure is expressly authorised by your employer. Misuse of or a failure to properly safeguard any data considered to be confidential may be regarded as misconduct/gross misconduct and a disciplinary offence.

Patient and family experience

Staff should ensure that they help to create a positive patient and family experience at all stages of a patient’s interaction with the hospice and help to improve the patient experience within the hospice or community environment.

Safeguarding children and vulnerable adults

All employees have a responsibility for safeguarding children and vulnerable adults in the course of their daily duties and for ensuring that they are aware of the specific duties relating to their role.

Person specification

The person specification sets out the essential qualifications, experience, skills, knowledge, personal attributes and other requirements, which the post holder requires to perform the job to a satisfactory level. Without these qualities, the applicant cannot be appointed to the post.

<p>Knowledge and experience</p>	<p>Essential</p> <ul style="list-style-type: none"> • Extensive and demonstrable experience of working successfully in a similar digital infrastructure management role • Up to date knowledge of digital infrastructure developments, innovations, best practice and compliance requirements. • Strong experience of successfully maintaining, optimising and enhancing digital infrastructure, including CRM software and digital systems • Proven experience in implementing changes to digital infrastructure and following change management processes to ensure successful integration within the organisation • Proven experience of analysing and reporting on KPIs, developing and improving operational processes and procedures to enhance service delivery • Financial management skills with previous experience of successfully monitoring budgets and delivering financial reporting as required • Demonstrable strong communication skills (written and presentational), with the proven ability to convey complex information clearly and effectively to stakeholders in a professional manner • Strong interpersonal skills with the ability to advise and guide stakeholders, and develop strong, successful, and collaborative working relationships across all levels of an organisation
<p>Values</p>	<ul style="list-style-type: none"> • Exhibits our hospice values and behaviours
<p>Skills</p>	<p>Essential</p> <ul style="list-style-type: none"> • Ability to show resilience in challenging situations • Ability to understand when issues need escalation • Ability to work effectively as part of a team • Ability to maintain confidentiality • Excellent interpersonal skills • Excellent presentation skills • The ability to build internal and external partnerships • A creative thinker

	<ul style="list-style-type: none"> • Proven track record of working to and achieving targets • Ability to prioritise and work with conflicting deadlines • Effective diary management
Personal Attributes	<ul style="list-style-type: none"> • Empathetic • Team player • Able to work under pressure • Collaborative • Ambassador for St Giles Hospice
Other requirements	<ul style="list-style-type: none"> • Valid driving licence • Eligibility to work in the UK • Please note that St Giles Hospice does not hold a sponsorship licence and is therefore unable to accept sponsorship requests

Benefits
<p>Pay and conditions</p> <ul style="list-style-type: none"> - Up to 33 days holiday plus bank holidays (Pro-rata for part time employees) - Eligible clinical staff transferring from the NHS will have their continuous service and annual leave recognised for up to 10 years and can continue their NHS pension contributions - Group pension scheme, matching contributions of up to 8% - Life assurance scheme, up to the state pension age - Enhanced sick pay, rising with service - Car lease scheme <p>Training and development</p> <ul style="list-style-type: none"> - A dedicated on-site Education team offering training and development opportunities <p>Health and wellbeing</p> <ul style="list-style-type: none"> - The Hub Wellness Support - Eligibility for flu vaccine - Employee Assistance Programme - Access to Mental Health First Aiders - Cycle to work scheme <p>Family friendly</p> <ul style="list-style-type: none"> - Enhanced Maternity and Paternity benefits - Shared Parental Leave - Supportive Time off policy <p>Other benefits</p> <ul style="list-style-type: none"> - Access to blue light and charity worker discounts - Free on-site parking

Working Environment
Predominately based at the Whittington office with the expectation to attend events and meetings offsite across the geographical area served when required.

This job description is intended to describe the main features of the role. It is therefore not exhaustive and incumbents may be asked to perform additional duties outside of their job description in the interest of the Hospice.

Data Privacy

Please note that any personal data submitted to St Giles Hospice as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation, for more information regarding GDPR please see:

<https://www.gov.uk/government/publications/guide-to-the-general-data-protection-regulation>

Equality of opportunity

Entry into employment with St Giles Hospice and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. No applicant or member of staff shall be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.

Please note that St Giles Hospice does not hold a sponsorship licence and is therefore unable to accept sponsorship requests.