

JOB DESCRIPTION

Post	Digital Data Officer
Reporting to	Digital Data Manager
Accountable to	Head of Fundraising
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	B1 £24,050.09 to B3 £25,379.21

Job purpose
<p>As the Digital Data Officer reporting into the Digital Data Manager, you will play a crucial role in managing and leveraging data within the Income Generation team. This position involves overseeing the collection, storage and analysis of data to support strategic decisions and improve operational efficiency. The officer ensures data integrity and compliance with relevant regulations, while also identifying opportunities for digital innovation.</p> <p>Collaborating with various teams, the Digital Data Officer supports, develops and implements data-driven solutions that enhance the charity's impact. Supporting all areas of fundraising but with a specific focus on individual giving and lottery you will produce meaningful information, analysis reports and training that contributes to the effectiveness of St Giles Hospice Fundraising activities.</p> <p>You will also play an important part in ensuring data input, usage and training on the income generation database is up to date and lead on data extraction. You will ensure all data work is done in line with relevant processes procedures and legislation. A good understanding of data protection and its relation to fundraising and marketing will be key.</p>

Key tasks and responsibilities
<p>The role entails but is not limited to:</p> <ul style="list-style-type: none"> • Deliver high quality data processing and support to all fundraising colleagues. • Take responsibility for analysing and reporting on required donor and lottery data on a monthly, quarterly and annual basis using data from our CRM database. • Provide insights to the Digital Data Manager to feed into the development of new products, new markets and new services. • Deliver data dashboards across the department to improve data accessibility, presenting timely and accurate information for decision making. • Create and manage donor/supporter segments with the support of the Individual Giving Manager and Digital Data Manger, utilising our databases to segment audience data, collating and producing regular reports and analysis for decision making. • Respond to and deliver internal data requests via a newly created data request log. • Identify opportunities through data-driven analysis to incorporate into marketing, communications and fundraising activity that targets new and

existing donors/supporters including opportunities to cross-sell across different products and services.

- Support on data projects including leading on projects as required.
- Maintain the database to a high level of integrity. This includes arranging and overseeing regular data audits and cleaning in conjunction with the Head of Fundraising, Digital Data Manager and Individual Giving Manager, ensuring all the data complies with legal requirements.
- Provide database and data support for all Income Generation activities and ensure key deadlines are met, including but not restricted to, lottery draws, individual giving appeals, data extraction, raffle inputting and donation imputing including the interface between the data bases, website and online giving platforms.
- Data mining our CRM database to understand customer base composition.
- Act as the main point of contact day to day for the CRM. To include internal and external audiences.
- Work in conjunction with Lottery team members to ensure that all elements pertaining to our raffle and lottery are managed on a weekly basis. To include reconciliation/running of weekly draw.
- Work cross-departmentally to support other digital platforms such as website, eMarketing, online shop and event registration to ensure supporter journeys are joined up and information gained is included within our CRM.
- With the support of the Digital Data Manager, provide induction training and ongoing support to the Income Generation team with regards to our CRM usage.
- With the Digital Data Manager, support safe processing of data across the organisation by providing knowledge and expertise to the Data Protection Steering group, sharing best practice and identifying risk.
- Ensure consistent use and inputting to the database to avoid risk and ensure high efficiency.
- Ensure all data procedures are in keeping with relevant legislation including but not restricted to Data Protection Act 2018 and changing GDPR regulations.

Key relationships:

- Digital Data Manager
- Head of Fundraising
- Individual Giving Manager
- Fundraising team
- Lottery team
- IT 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"> • Knowledge and experience of data management systems and ability to use statistical and data analysis packages • Experience analysing large datasets and an understanding of how to gather, segment and report data insight, ideally on customer or audience data • High degree of accuracy, attention to detail and appreciation of data quality issues • Ability to build, manage and develop relationships within an organisation and externally and achieve objectives through these relationships • Experience of leading on projects and initiatives, identifying conflicting demands and establishing clear priorities, and ensuring work is completed to a high standard • Excellent presentation skills and ability to write reports both verbally and in writing • Experience in either individual giving or acquisition and retention in a charity or commercial setting. • Ability to decipher data into meaningful analysis <p>Desirable</p> <ul style="list-style-type: none"> • Experience of Power BI • Experience of developing and managing data dashboards • Experience of developing data, coding, or analytical best practice within an organisation • Knowledge of regulatory environment for fundraising from individuals including data protection, Gift Aid and Fundraising Codes of Practice and regulation • Understanding of Lottery regulatory requirements and how these apply within a charity setting
<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"> • Excellent interpersonal and communication skills • A creative thinker • Adept at decision making

	<ul style="list-style-type: none"> • Computer literate • Planning • Working to deadlines • Accuracy • Written/oral skills • Numeracy skills • 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

<p>Benefits</p> <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

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

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