

JOB DESCRIPTION

TITLE OF POST: Data Insight Officer

ACCOUNTABLE TO: Individual Giving Manager

DEPARTMENT : Income Generation

JOB PURPOSE:

The Data Insight Officer will play a critical role in driving the organisation's income generation strategies through data analysis and insights. Reporting to the Individual Giving Manager, this position will support fundraising and marketing efforts by providing data-driven recommendations, analysing donor behaviour, and identifying opportunities for growth. The ideal candidate will have a strong background in data analytics, SEO strategies, excellent communication skills, and a passion for using data to drive strategic decisions.

You will also work across our Marketing and Communications platforms, monitoring analytics and performance of campaigns in support of the Income Generation strategy, ensuring that campaigns are hitting their briefs.

MAIN DUTIES & RESPONSIBILITIES:

Data Analysis and Insights:

- Analyse donor data to identify trends, patterns, and opportunities for income generation.
- Provide actionable insights to inform fundraising strategies and campaigns.
- Develop and maintain dashboards and reports to monitor key performance indicators (KPIs).
- Analyse and report on website user trends.

Income Generation Support:

- Collaborate with fundraising teams to design and evaluate fundraising initiatives.
- Identify high-value donor segments and recommend targeted engagement strategies.
- Support the development of donor journey maps and personalised communication plans.

Database Management:

- Ensure the integrity and accuracy of donor data within the Donorflex CRM system.
- Perform regular data cleaning and maintenance activities.
- Manage data segmentation for direct mail, email campaigns, and other fundraising efforts.
- To be database 'super user', delivering inductions and training and being the contact for internal queries.
- To build, manage and roll out data mappings for the upload of donations to the database – ensuring the process is as efficient as possible with the donor stewardship as the main driver.

Market Research:

- Conduct market research to benchmark against industry standards and identify best practices.
- Analyse competitor activities and market trends to inform strategic planning.
- Keep up to date with relevant professional developments including funding streams, legislation, policy developments, and relevant new initiatives.

Reporting and Presentation:

- Prepare detailed reports and presentations for senior management and board members.
- Communicate complex data insights in a clear and actionable manner.
- Provide training and support to team members on data analytics tools and techniques.

ADDITIONAL RESPONSIBILITIES:

- Work flexibly as a team member by sharing knowledge and advice when required, covering for holidays, and carrying out any other duties, including project work, which may reasonably be requested of the role.

GENERAL

All Bluebell Wood employees are required to:

- Abide by the Health & Safety at Work Act
- Adhere to policy and procedures around safeguarding children and young adults
- Respect confidentiality applying to all Hospice areas
- Work within Hospice policies and procedures
- Demonstratable understanding and application of the provisions of GDPR
- Comply with the Hospice no smoking policy
- Participate in and contribute to team meetings
- Co-operate and liaise with colleagues
- Behave in a professional manner at all times

PERSON SPECIFICATION

CRITERIA	STANDARD	E or D*	MEASURED BY
Qualifications/ Training	Good levels of literacy, numeracy and general education	E	A,C
	A degree or equivalent qualification in communications, PR or marketing	D	A,C
Experience	Minimum of 1 year of experience in data analysis, preferably within a fundraising or marketing environment.	E	A,I
	Experience working with CRM systems (e.g., Donorflex, Raiser's Edge).	E	A,I
	Experience analysing social media data and audience trends.	E	A,I

	Experience within the nonprofit or charity sector, particularly related to fundraising.	D	A,I
	Experience working with data visualisation tools (e.g., Tableau, Power BI).	D	A,I
	Experience using SEO strategies to support marketing and fundraising campaigns.	D	A,I
Skills/Knowledge	Strong analytical and problem-solving skills with the ability to interpret complex data sets.	E	A,I
	Proficiency in data analysis software and tools (e.g., Excel, SQL).	E	A,I
	Excellent written and verbal communication skills.	E	A,I
	Strong organisational skills and attention to detail.	E	A,I
	Ability to manage multiple projects and work collaboratively in a team environment.	E	A,I
	Experience working with specific CRM systems (e.g., Donorflex, Raiser's Edge) and customising them to meet organisational needs.	D	A,I
	Familiarity with advanced data visualisation and reporting tools, beyond basic proficiency.	D	A,I
Personal Qualities	Strategic thinker with a proactive approach to problem-solving.	E	I
	Highly motivated, with a strong work ethic and commitment to excellence.	E	I
	Ability to maintain confidentiality and handle sensitive information with integrity.	E	I
	Passionate about the values of the organisation and dedicated to making a positive impact.	E	I
	Strong interest staying updated on market trends, funding streams, and legislation.	D	I
Other	Legally entitled to work in this country	E	D

	Ability to participate in out of hours rota	E	A,I
	Full driving licence with access to a reliable vehicle and business insurance cover	D	I,D
	Ability to travel easily to other sites, either by public transport or have access to a vehicle in order to provide cover/assistance	E	I
	Able to manage the physical aspects of the role, e.g., lifting, carrying, manual handling etc	D	I

***Essential or Desirable**

A	Application	C	Certificate	I	Interview
D	Document check	P/T	Presentation/Task		