

YOUR NEW ROLE AT THE TRUST

JOB TITLE:	Head of Supporter Data	PAY BAND:
FUNCTION:	Fundraising, Brand and Marketing	Support Delivering Specialist/Managerial Technical Lead/Function Head Senior Leadership Team
THE TEAM:	The Supporter Performance and Operations Team drive the performance of our fundraising efforts. We partner with colleagues to improve the quality and efficiency of our supporter facing activities.	



WHERE YOU WILL FIT

Deputy Director of Fundraising	Head of Supporter Data	Supporter Data Manager, Supporter Data and Insight Manager, Fundraising CRM Transformation Manager
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HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

Young people need us more than ever and we will be there for them. Every year, we need to raise around £55m. This role plays critical part in raising the money we need to help young people. It will lead the supporter data team and drive towards our vision of our fundraisers making data driven decisions every day to continuously improve our fundraising performance.

WHAT WILL YOU DO?

-  To lead and support the Supporter Data and Insight Team, including managing performance and developing direct line reports to deliver excellent supporter data and reporting.
-  Work with fundraising teams to ensure the delivery of effective and efficient data processes which enable successful selections, supporter journeys and fundraising campaigns.
-  To lead a transformation in the way we use fundraising data, including staying a tune with external trends and gaining maximum value out of our fundraising data technology.
-  To develop and own our fundraising data and insight operating plan, working closely with our Fundraising and Marketing Leadership group on priorities and dependencies.
-  Lead our fundraising reporting and insights roadmap, including supporting the team to develop the tools to help to drive our fundraising performance and supporter lifetime value.
-  Promote and drive a culture of good data quality across the Fundraising Department, including development and implementation of compliance & data governance policies and procedures.
-  Work closely with the Technology team to ensure the fundraising CRM system and other key tools (such as data warehouse and BI reporting) is well managed and maintained.
-  Proactively work with Supporter Care, Technology and Fundraising teams to improve our fundraising systems and help deliver new fundraising platforms, campaigns and products.
-  Play an active role as a member of the Supporter Performance and Operations leadership team towards our shared vision of effective and efficient fundraising.
-  Work with fundraising teams to ensure the delivery of effective and efficient data processes which enable successful selections, supporter journeys and fundraising campaigns.
-  Responsible for actively contributing to an equitable, diverse and inclusive workplace.

THE SKILLS YOU'LL BRING

All of the roles at The Trust are key to our success and there are certain skills we need to be successful. And while we will shortlist the most qualified people for the role, we ask everyone for a supporting statement. If you think you could do the role, but don't have all the desirable experience, we would still love to see an application from you.

WE REALLY NEED YOU TO HAVE THESE

Skills & Knowledge	Why do we need this?
Excellent knowledge and advanced understanding of the principles of fundraising data (or equivalent), including data modelling, segmentation and reporting.	To lead our approach to supporter experience and engagement across all audiences and products.
Exceptional leadership skills with the ability to drive performance and inspire both direct reports and multiple internal stakeholders across all levels.	To support your team to deliver excellent results and inspire stakeholders to deliver shared goals.
First rate data and analytical skills with detailed knowledge of developing data processes and reporting that lead to increased performance.	To ensure that we are getting the most out of our data and driving efficiencies in our processes.
An understanding of the fundraising data compliance and governance landscape (or equivalent) and how to support multiple teams to deliver to policies and procedures.	To ensure our fundraising practises meet the highest standards.
Excellent collaboration skills, including the ability to develop and deliver shared goals across different teams and functions.	Our team partner with our colleagues across fundraising, marketing and the wider organisation to drive the performance of our fundraising activities.
Resilience and flexibility to work in a world of where new developments in data, technology and stakeholder requirements are regularly changing.	To deliver positive change and data transformation we need to test, fail and learn to ultimately succeed!
Experience	Why do we need this?
Proven experience of developing, influencing and delivering strategies and plans which put users at the heart of activities and operations.	To work with stakeholders enabling them to deliver a better supporter experience and deeper supporter engagement.
Track record of leading multiple complex programmes of work to time and budget.	This role will have significant responsibility for both the effective fundraising operations and projects to continuously improve our fundraising performance.
Advanced experience of working with data management and reporting tools including CRM databases, data warehouses, SQL and business intelligence software.	This role will be responsible for our fundraising data and reporting systems, tools and processes.
Experience of working at a management level within a charity or commercial organisation, supporting data teams and individuals to achieve success.	This is a senior role with our fundraising department, working with teams and stakeholders right across the organisation.
An advanced understanding of the infrastructure required to deliver fundraising activities, or equivalent, to large potential audiences.	We have ambitions to grow our supporter base. This role will lead putting in place the supporter care, data and reporting infrastructure for our fundraising activities.






WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
The skills to be able to lead and manage data transformation across a diverse range of stakeholders.	We are about to embark on an exciting period of data transformation including moving to a new CRM.

WHAT DO WE EXPECT FROM YOU?

OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.

 <p>Inspiring We lead by example</p>	 <p>Approachable We are open minded and value diversity</p>	 <p>Empowering We enable positive change</p>	 <p>Non-Judgemental We focus on the potential, not the past</p>	 <p>Passionate We are absolutely committed to supporting young people</p>
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Here at The King's Trust, we're committed to equality, diversity and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. Our goal is to create an environment where everyone, from any background, can be themselves and do the best work of their lives.

We're a Stonewall Diversity Champion and we are Disability Confident employer. Our staff, volunteers and young people are supported by KT CAN (our Cultural Awareness Network), KT GEN (Gender Equality Network), KT DAWN (Disability & Wellbeing Network) and Pulse (LGBTQIA+ Network). For more information, [click here](#).

OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public. As someone who works at a technical lead or head of level, we would expect that you live these behaviours.

Leading by Example	Continuous Improvement	Effective Communication	One Team	Delivering Results
<p>You inspire others through passion for what we do.</p> <p>You keep young people and our end goal in mind.</p> <p>You instil trust in others through consistency, professionalism and being accountable for team success.</p> <p>Resilient and determined in the face of challenges.</p> <p>You're authentic, bringing unique talents to work and encouraging others to do the same.</p> <p>Role models integrity and acts according to our Values</p>	<p>You understand the internal & external factors that demand change and innovation from The Trust</p> <p>You lead change processes with skill & positivity and help others see the benefits and opportunities.</p> <p>You take an entrepreneurial approach to improve how we do things.</p> <p>You take steps to further own development, coaching others to do the same.</p> <p>You encourage a culture of constant improvement.</p> <p>You role model a positive & constructive approach to giving and receiving feedback</p>	<p>You're approachable, clear, and inspiring.</p> <p>You effectively communicate information throughout The Trust</p> <p>You challenge the thinking of others and raise issues in a diplomatic, non-judgemental way.</p> <p>You seek to understand multiple perspectives, listening to others' concerns or barriers before responding</p>	<p>You role model effective and mutually supportive teamwork with colleagues</p> <p>You bring the team together in pursuit of shared purpose.</p> <p>You manage relationships with multiple stakeholders, gaining buy-in and balancing their different priorities.</p> <p>You share knowledge and information.</p> <p>You build a broad range of trusting relationships both across The Trust and externally.</p> <p>You have a broad organisation knowledge and awareness of how actions in one team will affect others</p>	<p>You translate The Trust's vision into a vision for your own team, making long-term plans and setting goals accordingly.</p> <p>You make decisions through establishing facts, considering consequences, and making sound judgements.</p> <p>You address obstacles, finding workable solutions.</p> <p>You set quality standards & challenge others to maintain them.</p> <p>You empower the team and place trust in them to take ownership and deliver results.</p> <p>You manage resources to maximise their impact and deliver results</p>

THE WELFARE OF OUR YOUNG PEOPLE

The King's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment, we undertake basic disclosure checks per the Codes of Practice for all roles within The Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.