



JOIN OUR MISSION
FOR CHILDREN AT RISK
ON THE STREETS

DATABASE AND INSIGHT MANAGER

RAILWAY CHILDREN – RECRUITMENT PACK

children RAILWAY
No child lost to the streets



WE BELIEVE IN A WORLD WHERE NO CHILD IS LOST TO THE STREETS

Founded in 1996, Railway Children has dedicated over a quarter of a century to developing outstanding practice and services for street-connected children. As we embark on our new strategy to 2027, we have ambitious plans to ensure no child is left behind, wherever we work.

Every year, British Transport Police identify around 10,000 children at risk on the UK rail network. It offers young people a means to escape whatever they are running from and a place of shelter that feels safe. However, public transport can also deliver them to danger...

With strong relationships across the UK rail industry, Railway Children applies contextual safeguarding principles to make sure someone is on hand to intervene early and protect children before they come to serious harm.

Our Youth Practitioners create turning points in these young people's lives that help them on a path to a better future.

Together we can make our transport system a safe place for everyone.

WHO WE ARE



OUR VISION

We believe in a world where no child is lost to the streets.



OUR MISSION

Create and enable sustainable change for children living alone and at risk on the street.



OUR AIM FOR 2027

We will evidence and demonstrate effective and sustainable safeguarding solutions for vulnerable children.



WHAT WE STAND FOR

We stand for children

- The children who don't have a voice.
- The invisible children.
- The children struggling to survive on the streets around the world every day.
- The generations of children suffering repeated cycles of abuse.

WE STAND FOR CHILDREN, THEIR CHILDHOODS AND THEIR FUTURES!

These five values
guide our work



NEVER GIVE UP

Face challenges head on.



HAVE COURAGE

Push boundaries.
Think big.



EARN TRUST

Be honest. Always act
with integrity.



SHOW COMPASSION

Be kind and show
respect to all.



NURTURE TALENT

Encourage growth.
Enable others.



THE ROLE

DATABASE AND INSIGHT MANAGER

Benchmarked Salary: Circa £38,000

Department: Finance

Responsible to: Group Finance Director

Responsible for: Finance Officer

JOB PURPOSE

Be responsible for the management of the Donorflex database to support the income processing, marketing communications and supporter experience activities of the Finance, Fundraising and Marketing teams. Responsible for championing the use of data and translating data requirements into practical solutions and meaningful insights.

Utilise the data within the database and other Fundraising and Marketing platforms to help deliver both income and high levels of supporter satisfaction. Disseminate database information to ensure that Railway Children UK's marketing and fundraising communications are effectively targeted and reach the right audiences.

Provide a high-quality service to database users across Railway Children UK teams and offer training and support to fundraisers to ensure consistent use of Donorflex.

KEY RESPONSIBILITIES

Database Management

- Proactively manage the Donorflex database overseeing and actioning updates to donors' records including complex income processing, GDPR compliance, PECR regulation and Fundraising Preference Service requests.
- Identify opportunities, make recommendations and implement solutions to improve the use of the supporter database at Railway Children UK in order to deliver our fundraising, communications and supporter engagement objectives.
- Ensure that all users are aware of the importance of exceptional record-keeping for all supporters, donors and prospects and ensure that they have the knowledge and skills to maintain this on Donorflex.
- Ensure a consistent approach to data management is developed and used by all teams, and that accurate and organised data systems are maintained in order to enable effective supporter stewardship and improved data driven performance.
- Ensure regular data cleansing activity and data retention policies are implemented including the merging of donor records.
- Liaise with Donorflex and other relevant suppliers to resolve any software issues and ensure all software is kept up to date.
- Attend Donorflex related meetings as appropriate and represent Railway Children UK at relevant forums.
- Establish how to effectively collate supporter information from other fundraising and marketing platforms such as Dotdigital into Donorflex to enhance supporter care.

Income and Gift Aid processing

- Together with the support of the Finance Officer(s) ensure all Railway Children UK fundraising income is processed onto Donorflex with a high degree of accuracy and on a timely basis.
- In times of absence of the Finance Officer(s) undertake regular income inputting data administration tasks to ensure business continuity.
- Set up and deactivate source and application codes in liaison with the Finance Manager

- Ensure all income entered into Donorflex reconciles to the amount received into the bank
- On a monthly basis reconcile the year-to-date income by source and application code to the income on the finance system, Aqilla, with support from the Finance Manager.
- Manage the Gift Aid procedures and processes, ensuring good practice is adhered to.
- Maintain relationships with third party providers and manage the download and import of data from third party websites, e.g. Enthuse, JustGiving, Virgin Money Giving etc.
- Ensure that gift aid revenue for Railway Children UK is maximised whilst in compliance with HMRC guidelines and regulations and oversee gift aid administration to ensure valid declarations and records are maintained.

Data Selection and Analysis

- Work with relevant members of the fundraising and comms teams to create effective segmentation and targeting to improve supporter engagement.
- Provide support to the Fundraising and Marketing team on exporting data and ensure records are routinely flagged and updated to reflect comms activity and information from other channels such as the website, email or SMS.
- Translate complex data matters into practical and accessible language.
- Support the Fundraising and Marketing teams to develop practical and effective performance monitoring and reports from data in Donorflex and other fundraising and marketing platforms such as the Charity's website and emailing platform.
- Provide regular analysis from Donorflex on our supporters and contacts, whether it is profile, behaviour or value.
- Support the Fundraising and Marketing teams in their use of data and help them to translate this into insights that will drive their future fundraising decisions and strategy.

KEY RESPONSIBILITIES CONTINUED

Compliance

- Be conversant and have a good working knowledge of GDPR compliance from the Information Commissioners office (ICO) and Fundraising Codes of Conduct from the Fundraising Regulator, including the Fundraising Preference Service.
- Ensure the team and external suppliers are fully compliant with regulations on data handling and consent and that all personal data is managed in accordance with the relevant legislation.

Training and support

- Participate in the weekly Fundraising and Marketing team meeting to provide updates on data and analysis, to provide support to the team and to be aware of upcoming activities.
- Deliver regular training in the use of Donorflex so that all users have a good level of knowledge. Identify and provide additional training needs as required.

General duties (all staff)

- Uphold and work within Railway Children's policies and procedures.
- Conduct yourself in accordance with the rules of the Child and Adult Safeguarding Policy and Code of Conduct in your personal and professional life – which includes reporting suspicions of child abuse or any other breach of these policies.
- Actively promote and embody Railway Children's core values across the organisation and partners.
- Travel to Railway Children's field operations as and when required.
- Undertake any other duties, as appropriate to the post, as delegated by the line manager.

PERSON SPECIFICATION

Experience

- Track record of managing a fundraising database in a charity organisation.
- Experience of ensuring data is being handled in accordance with statutory requirements.
- Proven data analysis skills.

Education/Qualifications

- A good standard of general education and/or training.

Knowledge and Skills

- CRM database experience – Donorflex (desirable)
- Excellent data inputting skills
- Effective at time management and prioritising
- Proficient in Office 365 – Excel, Word and Outlook
- Practical approach to problem solving
- Flexible approach to working

Aptitude

- An analytical mind.
- A collaborative approach to working with colleagues in a solution-orientated way.
- Demonstrable commitment to and the ability to uphold and promote Railway Children's core values.
- Understanding of the importance of an organisational Code of Conduct and Safeguarding policy.





A GREAT PLACE TO WORK

THE BENEFITS

As well as helping some of the world's most vulnerable children and young people, there are some great perks if you're lucky enough to work for Railway Children.

Project visits

Where possible, we encourage our staff to visit our projects and experience the work we do. That could be here in the UK, in India or East Africa.

Time out

You will start with 25 days holiday per year to recharge the batteries. After three years this will increase by an extra day per year until you reach a very relaxing 30 days leave.

Pension

We offer a pension contribution of 6% of annual salary.

Birthday leave

One additional day of annual leave within the month of your birthday.

'Railway Children Day'

We might not be able to fund a Christmas party but because our Trustees value what we do, they grant an additional day per year where the office is closed, usually around Christmastime.

A culture we're proud of

Driven by our CEO, family values are at the heart of our culture and make Railway Children an incredible place to work. As well as a flexible working environment, it's one of the reasons why our staff retention is so impressive.



OUR PEOPLE PROMISE

All that we can achieve as an organisation is only possible because we have dedicated, skilled and courageous people. Their tenacity, passion and compassion create a culture that enables us to deliver incremental value beyond the resources we could ever have available to us. We know this, we witness it every day and therefore we strive to create an organisation that values them and their contribution.

As we set out to achieve life saving change for vulnerable children, we make our people a promise:



We will ensure diversity and inclusion, following transparent, fair and rigorous recruitment processes that attract and encourage applications from a diverse range of candidates.



We will support new people to fully settle into their new role and our organisation by providing a structured induction and integration programme.



We will work with our people to identify their career and development goals and facilitate opportunities for growth.



We will develop and implement a wide range of initiatives that ensure that our people are well-managed, supported, cared for and feel valued, listened to and included.



When people leave, we will listen and learn and seek leavers to be ambassadors for Railway Children.



STILL INTERESTED?

HOW TO APPLY...

To apply for this position, please complete the application form and return it to financejobs@railwaychildren.org.uk. Please include job title applied for in email subject. Please note that Railway Children will only accept applications made using this application form and will not accept CVs, academic certificates or covering letters.

Closing date: Sunday 2nd February at 5pm. Candidates will be assessed on application and may be contacted before the closing date.

At Railway Children, we are committed to the safeguarding and protection of all those who come into contact with us in our work. We follow a range of procedures to ensure that only those who are suitable to work with children and vulnerable people are recruited to work for us. This post is subject to a range of background and reference checks including criminal records check.

Due to the number of applications often received, only those to be invited for interview will be informed of the outcome of their application.

Applicants who have not heard within two weeks of the closing date should assume they have been unsuccessful.

THANK YOU.