transforming lives for good

Supporter Development Data Manager

Introducing TLG...

Transforming Lives for Good (TLG) is a national charity that helps churches to bring hope and a future for struggling children. That means getting alongside struggling children, providing practical support in and out of school and connecting with home to bring hope and a future.

All over the UK, children are struggling in school for all kinds of reasons and many families are suffering without hope. Nationally, the latest statistics show that:

- Children living in poverty are 4 times more likely to get a permanent exclusion from school
- More than two thirds of the current prison population were excluded from school
- One in six 16-24 year old 'NEETs' (those not in Education, Employment or Training) die within ten years of falling out of the system
- 1.5 million children are entitled to free school meals in the UK

But there is hope.

It comes through the local church making a real difference in their community. TLG is passionate about bringing a practical approach that goes way beyond education and works to build strong connections between local churches, families and schools. At TLG, we have a big vision to make the difference in as many children and families lives as possible. We are transforming lives for good!

Culture and Values

At TLG, our work is our vocation, giving us a rich sense of purpose. We also believe work can be a great experience and enable people to grow into their full potential. In fact, we are recognised nationally as an exceptional place to work. In 2019, we were named the best charity to work for in the UK by the prestigious Sunday Times Best Organisations to Work for.

This special award highlights all the positives about working at TLG! We love to look after our team and here are some of the great benefits we offer:

- Fun team times away
- Retreat days for staff
- Generous holidays and flexible working arrangements
- Above and beyond recognition for high-performing staff
- Support for staff with counselling and coaching
- Contributions towards training and professional qualifications

Our Values

Holding to these values is vital to the way we accomplish our work:

- **Greater Transformation**
  Relentlessly focussed on the main thing (TLG's mission and vision), energised by the challenge, and deliberately missional.
- **Relational Leadership**
  Bringing out the 'gold' in others, 'leaning in' when it's relationally tough, and humble yet courageous
- **Local Church**
  Celebrating the Church, grace and patience in partnership, and rooted in the local church community
- **Excellence Every Day**
  Joyfully exceeding expectations, learning from failure, and knowing uncertainty doesn't throw us
- **Vibrant Faith**
  Nurturing our own walk with God, following Jesus together even when it's tough, and realising work is mission – so much more than a job

Job Description

Location: Remote, Home-based

Salary: £27,909-£31,195

Benefits: Up to 10% pension employer contribution, health cash plan, 38 days annual leave

Hours: Part Time, 24 Hours Per Week

Job Role

Do you love working with data? Are you excited by effective solutions? We'd love to invite you to apply for the role of Supporter Development Data Manager with us here at Transforming Lives for Good. At TLG, we're passionate about building an exceptional staff team that love making a difference to struggling children across the UK. We are continually on the lookout for great people to journey with us and join our vision, and the most recent opportunity is to join our Supporter Development team. We are looking for someone who has demonstrable experience in designing, setting up and maintaining a user-friendly and efficient supporter database and who has a deep commitment the local church and the unique role they can play in helping children who struggle. The successful candidate will have strong data management and analytical skills and be passionate about understanding trends and patterns from our marketing activities and donations.

As our Supporter Development Data Manager, you will maintain and oversee our Supporter Development and Marketing data. This might be data relating to our amazing hope givers or specific marketing campaigns that it's critical we are storing safely and efficiently. You'll work in collaboration with our Head of Marketing and Audience Engagement and CRM configuration analyst to ensure optimal and effective solutions are deployed and that our data is up to date and available for regular reporting across the organisation. You may be working with our communications team one day, and with our partnerships team the next, so we're looking for an individual who can build strong working relationships.

The successful candidate will have the opportunity to attend our semi-annual staff conference, team days and integrate fully into our friendly and dynamic staff team. We're passionate about seeing individuals grow in all God has called them to, and we'd be excited to see how your skills and experiences could help us bring hope and a future for struggling children. TLG is a Christian charity and, as a team, we want to bring our faith to the work we do; as such, we are recruiting an individual with a strong and vibrant Christian faith. We would welcome applications from candidates from diverse backgrounds to enable us to better reflect the needs of the communities we serve.

Job Tasks

Data Collection, Management and Analysis:

- Maintain and oversee Supporter Development and Marketing data, ensuring all data is accurate, up-to-date, clean and compliant.

- Work with the Head of Audience Engagement and Marketing to scope and assess the most effective and efficient ways to collect, process, analyse, and report on data, feeding it into day to day activities.

- Support the SD team to track donations to key fundraising appeals, campaigns, fundraising events etc.

- Manage data flows across our different platforms and support the implementation of automation processes where appropriate.

- Work closely with departments across the organisation, specifically Communications, Marketing, Church Partnerships and Volunteer Programmes and respond to internal requests for fundraising data analysis and reporting.

- Create monthly reports on fundraising and marketing performance across comms activities to share with the team and embed best practices in future fundraising content.

- Ability to work closely with the CRM configuration analyst to implement

- Line Management of the SD Administrator.

Fundraising and Donor Optimisation:

- Work strategically to optimise fundraising communications and reporting.

- Integrate data analysis into digital fundraising strategy.

- Analyse the performance of fundraising campaigns and recommend improvements.

- Segment audiences for fundraising and marketing campaigns based on various criteria (e.g., donation history, demographics) through managing datasets.

- Develop predictive models to forecast future donations and help identify potential major donors.

- Use data to tell compelling stories that resonate with donors, supporters, and the public.

Continuous Learning and Compliance:

- Stay up-to-date with data analytics tools, techniques, and best practices to enhance your skills and contribute effectively.
- Ensure that data handling practices comply with data protection regulations (e.g., GDPR)
- Be mindful of ethical issues related to data usage, especially when dealing with sensitive information data.

Additional Responsibilities

- Attend, fully participate in and, on occasions, lead daily Christian devotionals and times of worship for the staff team.
- Attend TLG's Staff Conference three times a year. This includes active participation in corporate Christian prayer and worship and the opportunity to share faith testimonies of young people involved in TLG's programmes.
- Be prepared and willing to represent TLG at external events, including Christian exhibitions and festivals, church talks, etc.
- Actively promote TLG's regular giving scheme and recruit a number of individuals to become regular 'Hope Givers'
- Take on additional responsibilities for tasks as the role adapts.

Person Specification

	Essential	Desirable
Qualifications	• Good general standard of education including as a minimum English and Mathematics GCSE at grade A*-C or equivalent	
Skills and Knowledge	• Demonstrable knowledge of Microsoft Excel to an advanced level • Proficient in data analysis tools with extensive experience of cleaning, manipulating, and analysing data effectively • Excellent communication skills and the ability to explain complex data findings to non-technical stakeholders • Ability to identify problems, design analytical approaches, and propose solutions to enhance fundraising and support efforts • Project management skills to plan and prioritise tasks, meet deadlines, and ensure the successful execution of data analysis projects • Understanding of data ethics and the ability to develop ethical data collection and usage policies • Skills in data mining to uncover hidden patterns and trends within datasets can provide deeper insights • Knowledge of an organisation's data obligations under GDPR • Ability to learn new skills independently • Ability to work in a fast-paced environment and manage competing priorities • Open to feedback and enjoys working in a small and collaborative team environment • Understanding of statistical concepts to draw meaningful insights from data and to assess the effectiveness of fundraising campaigns and support programs	
Experience	• Experience with different database systems and knowledge of data maintenance • Experience of creating clear and informative data visualisations (e.g., graphs, charts, dashboards)	

Christian Lifestyle

- Commitment to actively pursue ongoing spiritual development of themselves and colleagues within the life of a local church in order to enhance the contribution to TLG.
- Attend and participate fully in devotions, prayer meetings and staff conferences to enhance the spiritual relationships within the team.
- Able to work sensitively with those of different cultures and faiths whilst having their own strong and vibrant Christian faith and commitment to Equal Opportunities.
- To be an active part of a church family.

Additional

- Play an active part in promoting the work of TLG including the recruitment of individual regular donors through TLG Hope Giver scheme.
- Provide 3 referees- at least one referee needs to represent Christian commitment. References will be taken up after short listing.
- Provide evidence of qualifications and suitability to work in the UK.
- Committed to embedding an equality, diversity and inclusion lens in all your work

Application Process

All applicants are directed to apply online through our website **www.tlg.org.uk/jobs.**

Please go to our jobs page, and then download the application pack by entering your details. You will then be able to access an online application form which you can work at online at any point, and your details will be saved every time you log off. Please specify clearly how you meet the person specification (using the headings provided in the person specification), with special emphasis on how your faith relates to all aspects of your working life.

If you have any problems with the online application process, please contact **recruitment@tlg.org.uk** and someone will get back to you as soon as possible.

We would welcome applications from candidates from diverse backgrounds to enable us to better reflect the needs of the communities we serve.

Please head to www.tlg.org.uk/jobs for information on the closing date and date of interviews for this role.

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