

**Job title:** Data and Insight Officer

**Reports to:** Charity Director

**Location:** Noah’s Ark Charity, Noah’s Ark Children’s Hospital for Wales, Cardiff

**Contract**: Permanent

**Hours:** 22.5 hours per week (usually over three days)

**Salary:** £28,000 - £30,000 (pro rata) depending on experience

**Introduction**

The Noah’s Ark Charity supports the Noah’s Ark Children’s Hospital for Wales in providing world-class care, helping to ensure the best outcome and experience possible for children and their families.

Having raised more than £30 million to build and equip the hospital, today we continue to work hand in hand with the NHS, providing funding for the most up-to-date equipment and facilities. We also fund services like the play specialist team and emotional support for families.

This is an opportunity for a skilled and driven professional to join a small but highly motivated team. Working closely with the wider charity team, this role offers a real opportunity to see the impact that your work has on the children and families we support.

**Scope of role**

The data and insight officer role plays a vital part in the Noah’s Ark Charity’s supporter experience. The charity’s database, Donorflex, is used to manage relationships and contacts with many thousands of supporters. The system is critical to ensure that we hold and look after all the data that supporters have given us compliantly; that we maximise use of this data to inform decision making and that our colleagues have the training and support necessary to use the system in the most efficient and effective way.

Specifically, the post holder will contribute as follows:

* Ensuring that we deliver effective induction and database training for all staff on the most effective and compliant use of our database.
* Applying expert knowledge in working with the fundraising and communications teams to maximise the use of data – enabling them to gain deeper supporter insight and inform decision making and planning.
* Ensuring that data is recorded and managed in the most effective way to support the delivery of fundraising goals and efficient and meaningful management information.
* Ensuring the timely production of monthly figures, taking care to guarantee accuracy.

**KEY DUTIES AND RESPONSIBILITIES**

* Importing data on donors, fundraisers and donations from various sources including direct mail, direct donations and third-party platforms using Donorflex import tools in a timely and accurate manner.
* Maintaining safe, accurate and confidential recording of financial information on the database, including giving history, communications and activities.
* To write and send thank you letters and other stakeholder correspondence.
* Monthly income reconciliation in collaboration with the management accountant
* Providing donors with information related to their giving e.g. thank you letters and acknowledgements, ensuring donor-centric, personalised and high quality communications.
* Tracking of and engagement with lapsed donors.
* Maximising on Gift Aid opportunities and recording accurately on the database. Preparing quarterly Gift Aid claims in preparation for submission to HMRC
* Ensuring data quality and integrity, and the accurate and consistent logging of information in alignment with protocols and procedures.
* Ensure that staff are following GDPR and data protection guidelines. Implementing GDPR exercises to ensure our systems are up to date. Keeping up to date with training on data protection and GDPR.
* Supporting the finance team in updating financial information relating to donations.
* Ensuring that members of staff have the appropriate level of training in Donorflex.
* Delivering training to new and existing users and maintaining process documentation.
* Working with the rest of the team to help develop, manage, and maintain its supporter database and data flow between various system.
* In collaboration with colleagues across fundraising and communications, identifying areas for regular reporting to add value to existing knowledge, processes and procedures and that reports are delivered to schedule.
* Exploring and delivering analytics opportunities that enable the charity to make data-led strategic and tactical decisions. Developing a suite of reporting that enables accurate and timely monitoring of KPIs. Exploring how other data from across the organisation can integrate with fundraising to support decision making.
* Researching donors and developing donor profiles in conjunction with the communications and fundraising teams. Other duties/projects as assigned, including assistance with reports for research and analysis of donor-related activities.
* To be compliant with the Fundraising Regulator, fundraising code of practice.
* To undertake a range of general administrative tasks, as required
* To be able to work under own initiative, instruction from others and as part of a team.

**Person specification: Data and Insight Officer**

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| **Criteria** | **Essential** | **Desirable**  | **How/when tested** |
| **Qualification** |  | Educational qualifications which may include qualifications in data analysis, governance and information management to university degree level or other relevant qualification. | Application form and pre-employment checks |
| **Experience** | Experience of administering and maintaining a supporter database and developing the database to improve functionality across all areas of fundraising.Experience and success in delivering high quality database training and support to users across a busy, complex organisation.Knowledge of GDPR (and other data compliant legislation) and its implications with regards to supporter data.Significant experience of Excel, exporting data and producing financial reports and spreadsheets. Experience of developing high level strategies Experience of successfully engaging and communicating with a wide variety of stakeholders.  | Experience of working for a charity. Experience of using Donorflex.Experience of Gift Aid processing. | Application form, interview andreferences |
| **Skills**  | A good understanding of fundraising and how the effective use of data can drive supporter engagement and income growth.Demonstrable motivation and negotiation skills, able to build personal credibility and successful relationships at all levels.Ability to foster a culture of collaborative working with internal and external stakeholders.Proven ability to communicate effectively with a range of people, both verbally and in writing.Ability to manage potential conflict both calmly and confidently. Excellent communications skills, both verbal and written. Ability to demonstrate respect for people from different backgrounds. Ability to process complex data. Ability to work flexibly and proactively and maintain a “can-do” attitude.Excellent IT skills, in particular advanced level knowledge of Excel and Word.A keen interest in keeping abreast of developments across the third sector and, where relevant, using that knowledge to suggest new and innovative ways of working within your own role. |  | Application and interview |
| **Special knowledge** | Charity law, data protection law | An understanding of the services provided by the Noah’s Ark Children’s Hospital today, the needs of patients and their families and the role played by the Noah’s Ark Charity.  | Application and interview |
| **Personal attributes** | Very high attention to detail and degree of accuracy.Positive, dynamic, tenacious, and flexible.Solutions-focused. Adaptable to a changing landscape and evolving organisation.Confident with the desire to work in a dynamic environment.Excellent verbal and written communication skills.Able to translate complex financial data and communicate clearly to a range of audiencesEnjoy working at a fast pace, on own initiative to tight deadlines.Hold a full driving license.A willingness to model and promote the values and behaviours of the charity and those of Cardiff and Vale Health Board. A flexible working attitude, with a willingness to work out of hours when necessary.Willingness to travel when necessary. Complete confidentiality and discretion in handling highly sensitive data. |  | Application and interview |
| **Other** | Ability to travel within Wales / Uk geographical area if requiredAble to work hours flexibly if required |  | Application form and interview |

**Date produced: 23/05/23**