

## Data and Insights Manager

Job Ref: REQ240314

**As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.**

### School/Department summary

Marketing and Advancement brings together a wide range of teams spanning marketing, communications, web and digital, student recruitment, outreach, market research, international recruitment, creative services and print, and development and alumni relations.

### Job Description

**Job Grade:** Management & Specialist Grade 6

**Location:** Offering a choice of primary location between our London or Loughborough campuses

### Job Purpose

- To lead on the delivery of strategic projects to improve the quality, management, and tactical use of the data the University holds on its community of 200,000+ alumni and donors, in support of the University Strategy 2030

### Job Duties

- Lead on the operational management and ongoing development of the University's alumni and supporter CRM database (Raiser's Edge) and relationship management with the software supplier (Blackbaud). The role-holder will develop and roll out new processes to ensure the data is collected and used consistently and accurately across the University and oversee a regular programme of data quality assurance to ensure accuracy is maintained.
- To gather, interpret and present data insights about the University's Alumni and Philanthropy stakeholder groups, and clearly communicate evidence and recommendations to colleagues at all levels of the organisation.
- To develop and deliver induction training and ongoing skills development for 25+ database users and act as first line of contact for troubleshooting and data queries, ensuring colleagues are equipped to carry out their day to day roles.
- To provide data insight critical for KPI reporting and financial forecasting on Advancement activities for presentation to the University's Senior Executive, Committees and Council, to make recommendations to help shape the future direction of the Philanthropy and Alumni Engagement strategy and identify trends and opportunities.
- To carry out complex imports and queries in support of Philanthropy and Alumni Engagement events, communications, direct marketing fundraising programmes and donor reporting requirements.
- To lead the design and implementation of reports to enable colleagues to easily and efficiently run KPIs and report on activity.
- To line manage a Database Assistant who will support on the routine database activities.
- To ensure that database activity is compliant with data protection legislation and University policies

- To keep up to date with developments across the Higher Education sector regarding alumni and donor data management, and advise the University on best practice and latest regulation requirements.
- To provide user support to new and existing users: Onboarding new database users, setting up records for new users, ensuring that the level of access is appropriate to their role, and providing training to ensure consistent use of the database across the team. Respond to enquiries from team members and troubleshoot any database issues they are experiencing.
- To develop and maintain database and reporting procedures, ensuring that processes are scalable to meet the needs of a growing team. Lead on data quality by developing and implementing a plan to ensure that database code tables are checked and tidied regularly to improve data accuracy and ease of use.
- Design and implement new programmes of reports and KPIs to enable the team to easily access information on fundraising and alumni engagement activities in real time, and enable reporting to senior management of the University.
- Manage the importing and exporting of data by running imports to add substantial volumes of new records and data to the database with the highest degree of accuracy and designing and running complex queries and exports to enable data selection and analysis of activity.
- Carry out data analysis and provide data-led recommendations on how to get the most out of our fundraising and alumni engagement activities. Review database activity, systems and procedures and make recommendations for improvement.

### **Points To Note**

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

### **Special Conditions**

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equity, Diversity and Inclusion policy and procedures at all times. Duties must be carried out in accordance with Equity, Diversity and Inclusion legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

### **Organisational Responsibility**

Reports to Development Operations Manager

### **Line Management Responsibility**

Responsible for the line management of a Database Assistant with further potential direct reports in the future.

## Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

1 – Application

2 – Test/Assessment Centre/Presentation

3 – Interview

### Essential Criteria

Area	Criteria	Stage
Experience	Significant experience of working with Raiser's Edge or a similar large database/CRM system	1, 2, 3
	Experience of designing and developing processes and procedures	1,3
	Experience of working with large datasets and carrying out data analysis and reporting with accuracy	1, 2, 3
	Experience of providing training to database users	1, 3
	Experience of importing and exporting data	1
	Knowledge or experience of handling sensitive data and an understanding of UK Data Protection legislation	1, 3
Skills and abilities	Excellent attention to detail and appreciation of the need for data accuracy	1, 2, 3
	Proven ability to work proactively, both independently and as part of a team, to deliver work and resolve problems	1, 3
	Excellent communication and inter-personal skills, including the ability to clearly present data findings to a variety of audiences	1, 3
	Excellent IT skills, including Microsoft Excel	1, 2
	Excellent time management skills including a proven ability to plan and organise own workload and work on a range of tasks to meet tight deadlines	1, 2, 3
	Highly numerate with the ability to interrogate data and provide clear data analysis	1, 3
Training	Commitment to ongoing personal development and a willingness to undertake further training and adopt new procedures as required	1, 3
Qualifications	University degree or equivalent experience	1
Other	Committed to observing University Equity, Diversity and Inclusion policies	1
	A willingness to work flexibly according to the demands of the post	1, 3
	A belief in the mission of the University and the positive role philanthropy and alumni engagement can play in delivering this	1, 3
	Positive, enthusiastic and flexible approach with an ability to translate ideas into operational success	1, 3

### Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in the Higher Education or charity sector	1
	Experience of line management	1, 3
	Experience of using reporting/data visualization software (e.g PowerBI, Tableau)	1, 3
	Experience of using CRM databases, such as Raisers Edge	1
	Knowledge or experience of handling sensitive data and an understanding of UK Data Protection legislation.	1

## Conditions of Service

The position is full time and open-ended. Salary will be on Management and Specialist Grade 6, £33,966 - £44,263 per annum, at a starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's Terms and Conditions of Employment for STAFF GRADES 6 AND ABOVE, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which can be found [here](#).

The University offers a wide range of employee benefits which can be found [here](#).

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>