

JOB DESCRIPTION

Job Title: Data and Insight Officer

Reporting To: Director of Strategy & Engagement

Location: Tapping House, Hillington PE31 6BH

Hours of work: 22.5 - 37.5 hours per week. Contracted hours to be agreed at point of recruitment.

ROLE SUMMARY

The Data and Insight Officer plays a key role in supporting and improving fundraising activity through high-quality data management, insightful reporting and effective supporter segmentation. This role combines strong operational delivery with analytical capability, ensuring data is accurate, accessible and used to inform fundraising decisions.

We are seeking a highly organised individual with excellent attention to detail and experience working with large customer or membership databases. Working closely with the fundraising team, you will prepare data selections and provide analysis that helps maximise income and supporter engagement. Your role will also work across teams to support the ongoing integration with other organisational systems while maintaining the integrity of our CRM.

MAIN RESPONSIBILITIES

Data Management & Quality

- Maintain the accuracy, consistency and integrity of supporter data within the CRM (Raisers Edge) system.
- Lead on the preparation of accurate and compliant data selections and segmented lists for direct mail, email, digital campaigns, events and appeals.
- Process data imports, updates and amendments in a timely and accurate manner.
- Monitor and improve data quality, identifying and resolving inconsistencies or gaps.
- Support ongoing development of database processes, reporting tools and workflow efficiencies.

- Support integration with other databases and systems.
- Keep up to date with CRM system updates and functionality to maximise system capability.

Reporting & Insight

- Produce and interpret regular and ad-hoc reports on fundraising performance, income, retention and supporter activity.
- Analyse campaign results and supporter behaviour to identify trends, risks and opportunities.
- Contribute to post-campaign evaluation by providing analysis and recommending improvements for future activity.
- Develop dashboards and reporting tools that enable clear and accessible performance monitoring.
- Present data and findings in a way that supports informed operational and strategic decision-making.

Campaign & Fundraising Support

- Work closely with the fundraising team to understand campaign objectives and ensure data is used effectively to maximise income and engagement.
- Support the development and optimisation of supporter journeys through data-led segmentation and insight.
- Generate data sets and queries to track and measure key fundraising metrics.
- Provide operational data support for events, appeals and other fundraising initiatives.
- Provide cover for the Supporter Services team when required, including processing gifts, coding income accurately and issuing acknowledgements.

General

- To uphold the Hospice's vision and values at all times



- Carry out all duties in accordance with the Hospice's policies and procedures including but not limited to health & safety, code of behaviour, confidentiality and equality, diversity & inclusion.
- Promote awareness of the Hospice, its services and its strategy.
- Work collaboratively and respectfully with all staff, volunteers and supporters of the Hospice.
- Promote and support the safeguarding of vulnerable adults, young people and children, observing and adhering the Hospice's policies on safeguarding.
- **Information Security, Confidentiality, and Records Management:**
The role requires adherence to organisational policies concerning information security, data privacy, and confidentiality. The employee is responsible for safeguarding sensitive information, ensuring secure handling and storage of records, and maintaining compliance with applicable data protection regulations. This includes actively participating in Information Governance training, reporting potential security incidents, and managing records in accordance with Tapping House's Retention Archiving and Destruction of All Hospice Records Policy.
- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role.

This job description is not intended to be exhaustive and will be reviewed periodically to ensure that the needs of the service are being met.

PERSON SPECIFICATION
Data & Insight Officer

1	Qualifications for Role		
		Essential	Desirable
	1.1	5 GCSEs or equivalent to include English and Maths	Educated to degree level or equivalent
	1.2	Excellent up to date Microsoft Office knowledge	Advanced IT skills, including Excel (e.g. formulas, pivot tables, data manipulation).
	1.3	Strong understanding of database management principles and data protection legislation (including GDPR).	
2	Skills		
		Excellent attention to detail and high standards of accuracy.	Ability to develop and improve systems and processes.
		Strong analytical skills with the ability to interpret data and present findings clearly.	Ability to work within a busy and fast-moving environment, managing multiple projects to set deadlines
		Highly organised and methodical approach to work.	Ability to work within a team and collaborate on fundraising initiatives
		Proactive and solution-focused mindset.	Ability to be flexible, diplomatic and assertive
		Clear and confident communicator, able to explain technical information to non-technical colleagues.	
		Ability to work on own initiative and be a self-starter	
3	Experience		
		Experience administering a fundraising or CRM database (e.g. Raiser's Edge or similar CRM system)	Experience of effectively using Raisers Edge CRM to gain insight to shape fundraising initiatives
		Experience importing, exporting and manipulating data, including bulk uploads and data cleansing.	Experience supporting individual giving or direct marketing fundraising activity
		Experience producing reports and analysis to support fundraising, marketing or operational teams.	Experience of customer segmentation, targeting and donor analysis

		Experience working with colleagues across teams to support data needs and improve processes.	Understanding of fundraising performance metrics and KPIs.
		Experience creating dashboards or automated reporting.	Experience working in a charity or not-for-profit environment.
		Experience of configuring databases and maintaining data integrity and accuracy for analysis and reporting	
4	Other		
		Empathy with the values and mission of the charity.	Experience training or supporting colleagues in database use.
		Ability to manage multiple tasks and prioritise effectively.	
		A commitment to professional updating and personal development	