



Job description

Senior Data and Insight Executive

Grade: 9

Location: Hybrid with regular travel to Slimbridge

Directorate: Fundraising, Marketing and Communications

Reporting to: Insight Manager

Main function of post: WWT has over 200,000 supporters (including members, donors and legators), and one million people visit our wetland sites annually. The role focuses on delivering and improving our data and analytical capabilities to give us a greater understanding of these visitors and supporters. This will enable us to improve supporter experiences, develop supporter journeys, and maximise engagement and income opportunities for the benefit of wetlands.

Responsibilities of the post

Data management and quality

1. Lead a continuous improvement process to ensure visitor and supporter data is accurate, complete, consistent and reliable across all systems.
2. Establish data quality metrics and develop the necessary audits and reports to monitor them. Then ensure targets for data quality are met by defining data standards, identifying and fixing data errors and process issues.
3. Support the ongoing development of our data warehouse by setting up processes to integrate data from various sources, ensuring the required data is available for reports, decision-making and other analytical needs.
4. Lead the development and delivery of documentation, for technical and non-technical users, including our data terminology and processes, to ensure data is used and interpreted correctly.

Analytics and reporting

1. Develop interactive dashboards using Power BI, ensuring they effectively communicate key performance metrics and insights and are customisable to meet the needs of different areas of the organisation.
2. Build and deliver targeted marketing activity for email, mail and phone campaigns, managing the end-to-end process from data selection and extraction of appropriate audiences, to campaign evaluation through reporting and analysis.
3. Work with external agencies and internal colleagues to ensure digital tracking mechanisms are in place, and build reports to monitor and optimise performance using Google Analytics.
4. Be responsible for the distribution of regular management information, including reporting of KPIs to senior managers, executive leadership board and trustees. Highlighting areas of concern, adding context and actionable insight where possible.

Provision of insight

1. Play a crucial role in providing visitor and supporter insight to the organisation, maximizing opportunities for income and engagement as part of the supporter journey. This includes analysing and interpreting patterns of giving from visitors, members and donors through data collated from a variety of sources including financial interactions, visitor behaviour, surveys, online behavior and focus groups.
2. Develop a full understanding of our supporters and their behaviour and use this knowledge to support the development of marketing and fundraising strategies, proposing innovative ideas on how data could be used to drive engagement and income initiatives.
3. Communicate the findings results of analysis and modelling in an effective, clear and persuasive manner through appropriate channels, including face-to-face discussions, documentation and presentations.
4. Work closely with the Insight Manager and Senior Insight Executive to ensure all ad hoc data and insight related requests are dealt with in line with internal SLA's.

Other responsibilities

1. Ensure that data protection and data security policies and standards are considered and adhered to with every piece of work undertaken and supporter's privacy is treated as a priority at all times.
2. Keep up to date with developments, both technical and non-technical, in data and analytics to be aware of how new, software, processes or concepts could be applied to benefit the organisation.
3. To be responsible for working within the WWT health and safety policy and guidelines ensuring that the health, safety and wellbeing of yourself and others is an integral part of how you work.

4. To be responsible for engaging with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your role.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Date raised: February 2026

Amended:

Person specification

1. Qualifications

Essential:

- Educated to degree level or equivalent in a relevant subject

2. Experience

Essential:

- Significant experience in a similar data and insight driven role.
- Proficiency working with a SQL database and writing code to extract datasets.
- Extensive experience in data visualisation and dashboard design ideally using Power BI.
- Extensive experience of developing analysis and reporting in support of business objectives and growth, preferably within a fundraising or non-profit environment.
- Extensive experience of using a fundraising or CRM database for marketing purposes with a good level of technical understanding.
- Experience in data selection management and output.
- Experience in communicating the evaluation of campaign results, telling an engaging story with the data.
- Experience of working with customer journeys to deliver appropriate communications, enhancing the experience and maximising support.
- An understanding of marketing techniques such as direct mail, digital marketing and advertising.
- Demonstrable skills in the use of MS Windows based applications software.

Desirable:

- Experience within a membership organisation and/or a visitation attraction.
- Project management experience in a marketing context.
- Experience in working with external agencies.
- Experience working with Access Charity CRM or other Access products would be an advantage.

3. Managerial & Supervisory

Essential:

- Work closely with the rest of the Data and Insight Team to allocate tasks and ensure objectives are met.
- Strong people-centered approach developing the technical skills and ability of the Data and Insight Team at every opportunity

Type of team member	Number managed (No. of direct reports)	Number supervised
Employed staff	0	0
Volunteers	0	0
Casual Workers	0	0

4. Responsibility

Essential:

- Develop a data quality strategy to ensure accurate, reliable and consistent data sources
- Manage the implementation and on-going development of interactive dashboards for different areas of the organisation.
- Input into decision making on how to implement, record and measure the supporter journey.
- Input into the data strategy to maximise income generation from segmentation of campaign audiences.
- Develop statistical modelling to monitor and evaluate marketing and fundraising activity to ensure it is targeted appropriately.
- Add context to the reporting of KPI's to senior managers and the executive leadership team.
- Effective management of external agencies to ensure delivery of data projects.
- The post holder will be required to handle confidential information and data and therefore needs to ensure compliance with the Data Protection Act and HMRC Gift Aid Regulations.

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Budget Responsibility	£30K
Income	Indirectly appeal income of circa £250K

Project Size (normally managed)	Small to Medium
Assets (required for job, exc. buildings)	N/A
Visitors (number per annum)	N/A

5. Creative Ability

Essential:

- Ability to think outside the box, using software and systems to find innovative solutions to problems.
- Ability to conceive creative data visualisations to tell a story and engage diverse audiences.
- Ability to identify different ways that data can be used to maximise income generating opportunities.
- Attention to detail, and an appreciation of data quality and integrity issues regarding relational databases.
- Excellent communication skills (both written and verbal), forward thinking, and able to interpret users' analysis needs into appropriate technical terms, and vice versa.
- A self-starter who can work on their own initiative.
- Ability to work under pressure to meet tight deadlines.

6. Contact

Essential:

- Strong communication skills, and ability to present a case and positively influence internal staff groups and external agencies, often with complex messages to convey.
- Contact across the organisation, inclusive of senior managers, management board, and trustees.
- Working with the Fundraising, Marketing and Communications team, alongside all sites, operations, trading and support services.

General notes

This position will from time to time require work during some evenings, weekends and public holidays to meet the needs of the post.