



Job Description

Senior Data Executive

Grade: 9

Directorate: Fundraising, Marketing and Communication

Location: Hybrid with travel to Slimbridge at least twice per month

Reporting to: Data and Insight Manager

Main function of post: WWT has over 200,000 supporters and attracts one million people to its ten Wetland Centres every year. Through admissions, donations, memberships, and legacies these visitors and supporters provide a major source of income for the organisation. This role focuses on leading the development of our data and analytical capabilities to give us a better, more in depth understanding of our visitors and supporters. The work carried out will enable development of supporter journeys to maximise both income and engagement.

Responsibilities of the post

1. Lead on the continuous improvement of our data warehouse ensuring data from a variety of sources is correctly processed and made available in a manner that facilitates analysis and provides meaningful insight.
2. Identify additional data that will improve business insight and incorporate into the data warehouse.
3. Continuously improve the quality of visitor and supporter data across all systems so that data is accurate, available and readily accessible to relevant internal audiences.
4. Develop and deliver a data dictionary, a reference source that will give a clearer understanding of our data, provide uses and definitions of data for technical teams and provide information and clarity to less technical audiences across the organisation.
5. Support the Data and Insight Manager to ensure data flows and processes related to visitor and supporter journeys are optimised to allow evaluation of short and long term impact.
6. Assist in the creation and ongoing management of data metrics, dashboards and reporting mechanisms to streamline regular reporting and improve how internal data requests are handled.

7. Provide ad hoc data and analysis support, as required, to help inform, deliver and review fundraising, marketing and communication activities .
8. Help identify and quantify new income and engagement opportunities for the charity through the analysis of large data sets and presentation of this data to enable data-driven decision making.
9. Communicate findings of analysis and modelling in an effective, clear and persuasive manner through appropriate channels, including face-to-face discussions, documentation and presentations.
10. Work with internal marketing teams and external agencies to develop a robust digital analytics solution, ensuring the tracking and measurements are in place that enable effective monitoring of the performance of communication and marketing activities.
11. To ensure that in the course of your work you adhere to the WWT Data Protection policy and standards.
12. 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.
13. 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.
14. To work alongside volunteers encouraging, developing and supporting them in their work for WWT, ensuring that they have a positive volunteering experience.
15. To interact with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them understand and connect to wetlands.

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: 17th September 2024

Amended:

Person Specification

1. Qualifications

Essential:

- Educated to degree level or equivalent in a relevant subject
- Proficiency in database languages, specifically SQL
- Experience of working with data visualisations in business intelligence platforms, ideally Power BI

2. Experience

Essential:

- Extensive experience of using fundraising or CRM database with a very high level of technical understanding
- Experience in maintaining and developing a data warehouse including extract, transform and load processes from raw data sources
- Experience in improving data flow and CRM processes within an organization to ensure accuracy and efficiency of data collection
- Experience of developing reporting and statistical analysis in support of business objectives and growth, preferably within a fundraising or non-profit environment
- Experience in communicating the evaluation of campaign results, telling an engaging story with the data.
- Experience in data selection management and output
- Experience working inside a customer journey to deliver appropriate communications, enhancing the experience and maximising support for the organisation
- Demonstrable skills in the use of MS Windows based applications software

Desirable:

- Experience within a membership organisation and/or a visitation attraction
- Experience in working with external data and technology agencies
- An understanding of marketing tools such as direct mail, digital marketing and advertising
- Experience working with Access Charity CRM or other Access products would be an advantage

3. Managerial and supervisory

Essential:

- Work closely with the rest of the Data & Insight Team to allocate tasks and ensure objectives are met

- Strong people-centered approach developing the technical skills and ability of the Data & 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:

- Input into the data and insight strategy to implement, record and measure the supporter journey
- Development of data resources to support the delivery of data and insight
- Develop monitoring and evaluation of activity to ensure it is targeted appropriately
- Manage external agencies and 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:

- Attention to detail, and an appreciation of data quality and integrity issues regarding relational databases
- Ability to think outside the box and use software and systems to find innovative solutions to problems
- Identify how innovative data use can maximise income generating opportunities
- Ability to use creative visualisations of data to tell a story and engage diverse audiences
- Ability to work under pressure to meet tight deadlines
- 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

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 Trust, inclusive of senior managers, management board, trustees,
- Working with the Fundraising, Marketing and Communications team, alongside all sites, operations, trading and support services