

Fundraising Data Lead, London, October 2021 – Job Pack

Job title:	Fundraising Data Lead
Department:	Fundraising
Reporting to:	Supporter Experience Transformation Lead
Salary:	£50,973 per year
Hours:	35 per week
Location:	Based in 66 Commercial Street, London.

(Working from home is an option in line with Crisis' homeworking policy minimum of one day a week in the office).

Contract type: Permanent

Aim and influence

- Ensure the fundraising strategy and plans maximise the opportunities that data provides to improve supporter experience, deliver internal efficiencies, support decision making or otherwise meet our objectives
- Naturalise the use of data in the fundraising department and enterprise team.
- Act as the delivery manager for supporter data projects managing the whole lifecycle from identification of business through to business outcome. Act as a “bridge” between the worlds of data science and technology, fundraising managers and digital product leads to successfully exploit the value of data and data science.
- As part of Crisis wider data network support with horizon scanning, innovation, evolving our ways of working, reporting and presentation and data literacy.

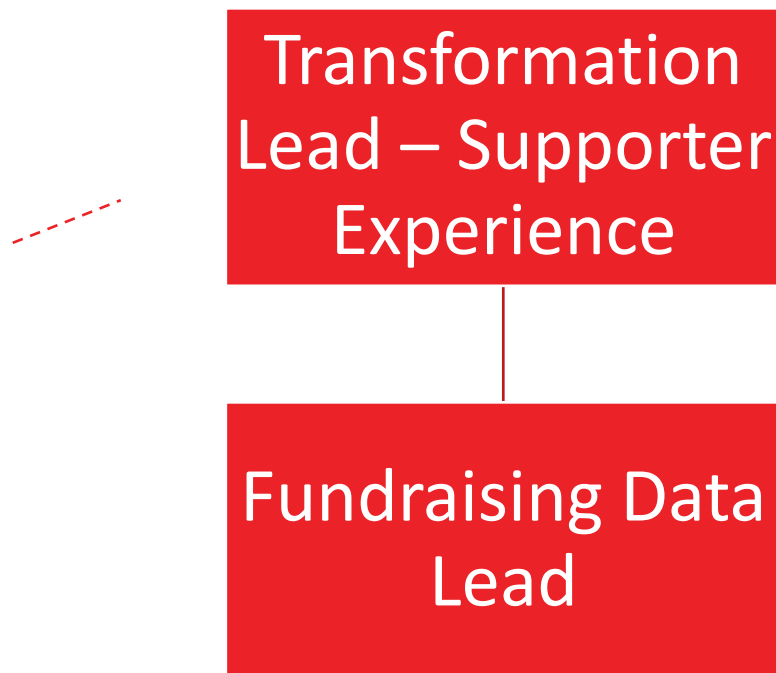
Financial and supervisory responsibility

- Member of the Fundraising Management Team (FMT) Group
- Responsible for delegated Fundraising budget
- No direct line management responsibility

Other key details

- Based at Crisis Head Office in London, the post is temporarily home based due to covid guidelines.
- Up to four days working from home may be considered in line with Crisis' homeworking policy

Organisational chart



Please note structure is subject to change

Job responsibilities

- Engaging the business functions to identify and prioritise projects in which data and data science could be beneficial
- Ensuring clear business question/problems are articulated sufficiently to result in clear measurable outcomes that will be understood and utilised by staff.
- Working as part of a wider digital and data ecosystem, champion fundraising data projects and ensure they are delivered for fundraising and enterprise staff.
- Driving ongoing adoption within the business, creating a work culture that embraces and adapts to data quickly and smoothly, as well as increasing staff confidence and competence in the use of data to achieve their objectives
- Lead in representing Fundraising in wider strategic conversations about Crisis's data strategy
- Lead on the use of data utilised to inform selections and real-time activation.
- In liaison with Business Systems Manager evolve our supporter data model in line with new fundraising and digital products.

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- Work in liaison with the Business Intelligence Manager and the Digital Analytics Officer (in our Data and Technology Team) and the Journey Planner role in respect of analytics, reporting and data science.
- Plan and evolve the Modern Data Platform model and logic associated with any automated journey orchestration.
- Help define the KPIs and reporting framework for the Fundraising Director, specific teams and appeals/campaigns. Help improve the findability, accessibility and understandability of all such reports, dashboards and analysis.
- Help define and measure journeys, including how data can be used to decide to progress someone further along (e.g. by helping to articulate data use cases or by defining data proxies for supporter experience such as how “engaged” they are at this moment in time with the Crisis brand or a particular opportunity)
- Help improve ways of working specifically associated with data e.g. data briefs, data use cases
- Support fundraising and enterprise teams to improve net profit; specifically, accountable for proving the investments in data acquisition, management and science generate improved ROI.
- Ensure that any safeguarding concerns are identified and reported in line with Crisis’ procedures

General responsibilities

- Actively encourage and support member involvement within Crisis
- Develop an understanding of homelessness and Crisis’ aims
- Follow Crisis policies and procedures, including health and safety
- Carry out other reasonable duties that may be required
- Respect and meet professional standards published by the Institute of Fundraising and the Fundraising Standards Board

Person Specification

Essential

1. Experience of using 1st, 2nd and 3rd party data to deliver great results for customers and customer facing teams
2. Experience of setting KPIs, defining reports, framing data science projects, developing use cases and measuring outcomes for any business unit or product

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3. Aware of the 3rd party data market for marketing and fundraising (e.g. data sources, products and services)
4. Project management/agile delivery skills for digital, technology and data related change
5. Experience of using data for income generation and supporting innovation
6. Strong relationship management skills; able to build trust, communication and collaboration across teams, service orientation, ability to influence others through telling stories with data
7. Understanding of data utilisation to affect commercial decision
8. Knowledge of and ability to comply with safeguarding procedures
9. Commitment to Crisis' purpose and values including equality and social inclusion

Desirable

10. Understanding of Fundraising and Marketing and the cross-collaborative approaches between the two to drive efficiency
11. Background in any Science, Technology, Engineering or Mathematics (STEM) discipline or experience performing data analysis and/or data management.
12. Familiarity with Customer Relationship Management (CRM) systems, their associated data and how they support charity processes.
13. Familiarity with Modern Data Platforms (MDPs) and/or 3rd party behavioural analytics and how this data can be used to drive selections and next best action.

We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.

Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section.

Support your statements with specific examples that show how you meet each of the person specification points. You may wish to use the **STAR approach**:

S or T – Situation or task

Describe the situation or the task that you had to complete. It could be something from your previous employment or personal experience – just make sure it's relevant. Given enough detail for the person shortlisting to understand what was involved

A – Action

Describe the action you personally took to resolve the situation or task. Explain the process/steps you took. Even if you are describing a group project, describe what you did rather than what the team did as a whole

R – Result

This is the crucial part of the answer. Explain how your actions resulted in a successful outcome. Talk about what you achieved, the benefits and what you learned.

A strong application will also be in line with the **Crisis Values** that you can find on our website.

Please note! If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them.
What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the Recruitment Team jobs@crisis.org.uk for support.