

Role Description

Fundraising Data and Insight Lead



Understand Chapter Member (Fundraising Data and Insight Lead)

This role sits within the Understand Chapter and is supported by the Chapter Lead.

Salary range: £53,000 - £56,000 per annum

Step D, Chapter Member Main

Hours: 35

Location: Home-based

Contract: Fixed term

Disclosure level: Basic

About the Understand Chapter

Your role will sit in our Understand chapter – a team of colleagues who focus on all things data, research, evidence, insight and evaluation. We have a mixture of skills in research and analytics, utilising both quantitative and qualitative methods. We focus on helping the organisation to understand our customers – what they need and what works to support them, the wider 'state of the nation', and the impact we're having. The Understand Chapter plays a crucial role in helping the charity to become more data-driven, evidence-based and impact-focused.

About the role

In 2023 we launched our new 5-year strategy 'Every Moment Counts' with an ambitious plan to reach every deaf child wherever they are and whenever they need us. Over the past two years, we have transformed our structure and ways of working to embrace Agile values and principles in the charity and have been launching new initiatives to support deaf children and their families.

The vast majority of our income comes from the generous ongoing support of individuals, which allows us the flexibility to develop services and initiatives that deliver the greatest positive impact for deaf children and their families, and the predictability to be able to plan ahead with confidence. Our 'Money Matters' area of the strategy focuses on both maximising the growth of our existing streams of income, whilst also taking opportunities to diversify our fundraising portfolio. Strong data and insight are

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needed to drive this work forward, and your role will be vital in ensuring we can do this effectively.

As a member of the Understand Chapter at the National Deaf Children's Society (NDCS), you'll be with like-minded and skilled experts, both emerging and established who value and respect each other's contribution. Every member has a vital role to play, sharing their skills, knowledge and experience, and learning and developing together.

You will work closely with fundraising colleagues from other chapters, such as the Market chapter, and will be heavily relied on for robust reporting to c-suite and Trustees. There may also be times when you will use your skills, knowledge and expertise to work in squads of between six to nine people on exciting and customer focused initiatives. This involves following agile values and principles and working collaboratively with the product owner and colleagues to deliver on the strategic objectives and value for our customers. You'll be given direction on what needs to be achieved and the freedom to achieve it.

What a day in the life of an Understand Chapter Member (Fundraising Data and Insight Lead) might look like:

- Create and maintain live, visual and interactive regular fundraising reporting which delivers effective, accurate and timely insight, is maintained with minimal ongoing capacity requirements, but can be adapted or built upon where appropriate in order to deepen understanding or investigate oddities.
- Lead on defining and then answering complex questions from our fundraising data using data science methodologies (including descriptive, predictive, prescriptive and diagnostic analytics).
- Lead analytics work to understand audiences, supporters, and potential new customers for our fundraising efforts, and to model the long-term profitability of any fundraising diversification testing.
- Work closely with fundraising colleagues across the organisation, requirements gathering and ensuring they have access to the analytics they need to monitor their work, upskilling them and helping them to turn data into actionable insight.
- Work closely with the Platform Lead for Money Matters (Fundraising) and the Chief Income & Marketing Officer, taking ownership of producing relevant, accessible and accurate information that helps us to make data-driven decisions about our fundraising portfolio.

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- Work closely with colleagues in Digitise and Technology to ensure that the data in our CRM can be used for good business intelligence, including highlighting and addressing potential data issues that may impact on delivery of insights.
- Use AI to increase the effectiveness and efficiency of our data reporting and analytics work, testing and learning as you go.
- Work closely with colleagues in the Understand chapter, sharing skills and supporting mutual learning, development and growth.

Who are you?

- You have well-established proven experience and strong skills in data, reporting, analytics and business intelligence (or similar), with experience in financial or fundraising data.
- You're highly detail-oriented, organised and accurate, whilst retaining sight of the big picture and how things connect together.
- You're passionate about working as part of a team and sharing and developing your skills, knowledge, and expertise in a collaborative environment.
- You're able to work proactively, including using your own initiative to problem solve complex challenges and identify new avenues for investigation, and you're able to coach others to take the same approach.
- You're able to demonstrate strong leadership, communication and interpersonal skills at all levels, with a trusted ability to bring people together.
- You are an innovative thinker.
- You are resilient.

What will be in your toolkit?

- Proven experience in a data science or data analytics role, including proven skills in descriptive, predictive, prescriptive and diagnostic analytics.
- Proven experience leading work on complex financial or fundraising-related datasets, defining as well as answering questions of the data.
- Advanced understanding of and ability to apply a range of database marketing techniques, approaches and methods of measuring success – including response analysis, segmentation, profiling and propensity modelling.
- Proven experience scripting and producing datasets using Python and SQL – creating, using and auditing scripts to be used for data extraction.

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- Experience and understanding of the use of relational databases, data warehouses and principles of ETL.
- Proven experience of creating and delivering engaging and actionable insight reports and dashboards.
- Proven experience utilising a range of approaches and analysis techniques, including triangulating different data sources, in order to ensure accuracy and deeply understand and contextualise insight.
- Expert knowledge of Excel, including the use of VBA.
- A solid understanding of GDPR.
- Skills that unlock the transformative power of AI to elevate our analytical capabilities – boosting speed, accuracy, and strategic impact across the organisation.
- Excellent reporting skills using different outputs and mechanisms for different audiences, with the ability to communicate complex information simply.
- Excellent communication and interpersonal skills and the ability to collaborate well, whether that be offering hands on support, guidance and training, coaching and developing others, or influencing and constructively challenging to improve how we do things.

What will you bring?

- A can-do attitude and focus on achieving positive outcomes.
- A meticulous attention to detail.
- Willingness to share thoughts, skills, knowledge, and experience.
- An open mindset, introducing and embracing new concepts and ideas.
- Natural collaboration skills, coupled with clear and precise communication.
- Capability to adapt within a changeable environment.
- Desire to learn Agile principles, and to thrive within an Agile project environment.
- Expert level digital skills (Microsoft 365).
- Ability to learn from mistakes and unafraid of failure.
- Enthusiasm for giving and receiving continual feedback.
- Passion for continuous improvement - reflecting on progress & performance.
- A desire to work for a charity which makes a difference in the world, specifically for deaf children.

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Person Specification

Essential Criteria		How it is measured
<i>A – Application I – Interview T – Test or Presentation Q – Qualification</i>		
1.	Strong skills and well-established proven experience in a data science or data analytics role, including proven skills in descriptive, predictive, prescriptive and diagnostic analytics – defining as well as answering questions of the data, and triangulating data sources for rich insight.	A / I / T
2.	Well-established experience leading work on complex financial or fundraising-related datasets, with the ability to lead on and deliver advanced response analysis, segmentation, profiling and propensity modelling, taking accountability for decision-making in field of expertise.	A / I / T
3.	Proven experience scripting and producing datasets using Python and SQL – creating, using and auditing scripts to be used for data extraction, with experience using relational databases, data warehouses and principles of ETL.	A / I
4.	Excellent reporting skills, with the ability to communicate complex information simply and tailored to audiences, including through engaging and actionable insight reports and dashboards, and working closely with key Platform Lead and C-suite colleagues to identify opportunities with significant potential for the organisation	A / I / T
5.	Skills that unlock the transformative power of AI to elevate our analytical capabilities – boosting speed, accuracy, and strategic impact across the organisation.	A / I
6.	Excellent leadership, communication and interpersonal skills, including the ability to coach, support and upskill others.	A / I / T
7.	Strong digital skills and a sound understanding of agile values and principles.	A / I

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National
Deaf Children's
Society

Desirable Criteria		How it is measured
<i>A – Application I – Interview T – Test or Presentation Q – Qualification</i>		
1.	Professional or educational qualification in data, reporting and analytics or similar.	Q
2.	Understanding and experience of deafness and British Sign Language skills or a willingness to learn.	I / Q
3.	A solid understanding of GDPR.	A