

SAINT FRANCIS HOSPICE

JOB DESCRIPTION

JOB TITLE	Database Marketing Officer
GRADE	5b
HOURS OF DUTY	37.5 hours per week
REPORTS TO	Supporter Care & Database Manager
KEY RELATIONSHIPS	Internal: Head of Public Fundraising Fundraising Managers System Applications Manager All Staff & Volunteers External: Saint Francis Hospice Supporters Suppliers and data providers

JOB SUMMARY

The Database Marketing Officer will work collaboratively across the fundraising team, implementing strategies for targeted marketing campaigns. The role will be responsible for the extraction of data from the Hospice CRM system as well as providing insight & evaluation of marketing campaigns.

This will be a crucial role in the team, working collaboratively and delivering work that helps drive forward our fundraising activity and ensuring that we are making data led decisions in everything we do. This will involve the implementation of KPI's, analysis of previous activity as well as discovering opportunities to expand our audience from our CRM system.

The role will require someone who is able to work with multiple stakeholders. Building effective relationships across all areas of the Hospice and communicating complex information in a clear and concise manner.

MAIN DUTIES AND RESPONSIBILITIES

1. Work collaboratively with fundraising managers in the design, implementation and delivery of data selections for campaigns and other marketing activities.
2. Support the team with training to do data selections for small scale / repetitive activity.
3. Ensure all selections are done in accordance with GDPR and Hospice policies
4. Responsible for providing insight on campaign performance and working together to make recommendations for future activity
5. To actively seek efficiency improvements in processes and to work with colleagues to deliver these.

6. Implement KPI reports and maintain the data required for them to be regularly updated
7. Responsible for maintaining appropriate coding structures within activity and ensuring all transactional information is recorded correctly.
8. Work collaboratively with the income generating teams and others within the organisation to develop effective supporter journeys
9. Responsible for the development of standardised selection criteria and ensuring audience management regarding marketing messages.
10. Provide insight reports as / when required. Working with the Supporter Care & Database Manager on prioritising these requests

Other duties

11. To proactively keep up to date with database features and developments, making recommendations to the Head of Public Fundraising and Director on how to continue optimising our CRM.
12. To proactively keep up to date with the latest laws and practices in such as Fundraising Regulations, External Suppliers, Gift Aid, Data Protection, tax efficient giving and data security.

ADDITIONAL REQUIREMENTS OF POSTHOLDER

SENSITIVITY AND PROFESSIONALISM: As an employee of Saint Francis Hospice you should expect that it is likely that you will come into contact with patients, their families and members of the public who are at the end of life or recently bereaved. All employees are expected to respond to people recounting and expressing their emotions about such events with sensitivity and understanding, and to know enough about the services that the Hospice provides to be able to signpost people who may benefit from our services to the relevant contacts.

CONFIDENTIALITY: The post holder must maintain confidentiality, security and integrity of information relating to patients, staff and other hospice matter during the course of duty. Any breach of Confidentiality may become a disciplinary issue.

DATA PROTECTION: It is the responsibility of all staff to be aware of their obligations in respect of the Data Protection Act 1998.

EQUAL OPPORTUNITIES: The hospice is committed to the development of positive policies to promote equal opportunity in employment and has a clear commitment to equal opportunities. All employees have a responsibility to ensure that they understand the standards expected and that they promote and adhere to the equal opportunity measures adopted by the hospice.

HEALTH AND SAFETY: All staff must be familiar with section 2 of the Health & Safety Policy, Organisation of Health and Safety. This documents sets out the responsibilities of all staff for health and safety, whether in a supervisory capacity or not. Policy section 3 (arrangements for Health and Safety) provides an overview of training for competence in Health and Safety matters.

HOSPICE IDENTITY BADGES: Hospice ID badges must be worn at all times whilst on duty.

SMOKING: The hospice acknowledges its responsibility to provide a safe, smoke free environment, for its employees, service users and visitors. Smoking is therefore not permitted at any point whilst on duty, in accordance with the guidelines set down within the Hospice No Smoking Policy.

REGISTRATION COMPLIANCE/CODE OF CONDUCT:

All employees who are required to register with a professional body to enable them to practice within their profession are required to comply with their code of conduct and requirements of their professional registration.

WORKING TIME REGULATIONS: The 'Working Time Regulations 1998' require that you should not work more than an average of 48 hours in each week. For example, in a 26 week period you should work no more than 1248 hours.

Please note that this job description is not definitive or restrictive in any way. It is a guide to the responsibilities of the role. It may be reviewed, in consultation with the post holder, in light of changing circumstances and the changing needs of the Hospice.

The post holder will be expected to perform any other such duties as might reasonably be required by the Director and will work in accordance with all Hospice Policies and Procedures.

In an emergency, all staff may be required to work different hours or carry out different tasks to those set out in their contracts of employment. This will be done in consultation with individuals and taking into account any special circumstances that may exist.

PERSON SPECIFICATION

Database Marketing Officer

E = ESSENTIAL	D = DESIRABLE
Demonstrating the Hospice Values – Supportive, Compassionate, Inclusive and Respectful, Professional, Always Learning	
<p>Supportive - The ability to listen to and value peoples' experience and use them to give the personal support that is right for everyone.</p> <p>Compassionate - The ability to be kind and treat everyone we meet with care and compassion. The ability to be friendly and put people at the heart of our actions and words, supporting people's choices and decisions, helping them to feel safe, secure and valued.</p> <p>Inclusive and Respectful - The ability to be open and transparent and value each person's individuality. To be able to show respect for everyone and value diversity. To be mindful that our different experiences and knowledge make us stronger and together we achieve more.</p> <p>Professional - The ability to do your best, in providing the appropriate care and expertise to those who need us and support us.</p> <p>Always Learning - The ability to be open and outward looking, always ready to adapt and change, looking for better ways of doing things, by learning from each other and from the ever changing world around us.</p>	E
Qualifications & Training	
<input type="checkbox"/> At least three years' experience in a similar role	E
Skills/Abilities/Knowledge	
<input type="checkbox"/> Excellent communications skills, both written and verbal	E
<input type="checkbox"/> Strong interpersonal skills with ability to communicate effectively at all levels	E
<input type="checkbox"/> Excellent planning, organisational, project and time management skills; able to plan and organise a broad range of activities, formulate and adjust plans according to performance and targets.	E
<input type="checkbox"/> Ability to work under pressure, to deadlines and to prioritise constantly changing, high volume workloads	E
<input type="checkbox"/> Ability to make clear judgements and decisions, to work on own initiative and accept responsibility	E
<input type="checkbox"/> Analytical with effective research and evaluation skills, with excellent knowledge of RFV modelling, data segmentation and profiling – able to analyse data requiring insight and interpretation and output a range of options	E
<input type="checkbox"/> Strong financial management skills	D
<input type="checkbox"/> In depth knowledge of database marketing and the importance of data integrity.	E
<input type="checkbox"/> Advanced IT skill on Microsoft packages, including Word and Outlook, but particularly Excel (pivot tables, IF, VLOOKUP)	E
<input type="checkbox"/> Ability to think strategically and operationally	E

<input type="checkbox"/> Considerable understanding of the wide range of fundraising and marketing activities and tools	E	
<input type="checkbox"/> Extensive knowledge of the General Data Protection law, Charity Law and Gift Aid	E	
<input type="checkbox"/> Demonstrable understanding of excellent supporter care and how a positive supporter experience leads to income growth	E	
<input type="checkbox"/> Experience of working with Power BI report writing		D
<input type="checkbox"/> Experience of working with Charity CRM (Access)		D
<input type="checkbox"/> Knowledge of the work of hospices and in particular, Saint Francis Hospice		D
Experience		
<input type="checkbox"/> Previous experience of a similar role; managing and developing a charity customer relation management (CRM) system (such as Raiser's Edge, ThankQ, Care etc) to support charity fundraising, marketing and communication	E	
<input type="checkbox"/> Experience of managing financial process and of producing complex regular reporting	E	
<input type="checkbox"/> Demonstrable experience of delivering effective process and database training to a wide range of staff and volunteers	E	
<input type="checkbox"/> Proven experience of providing mailing list data segmenting for marketing processes	E	
<input type="checkbox"/> Significant experience working with data and actionable insight within a fundraising or marketing environment	E	
<input type="checkbox"/> Ability to work as part of a team and motivate others	E	
<input type="checkbox"/> Ability to be tactful and diplomatic	E	
<input type="checkbox"/> Driven, self-motivated, enthusiastic, forward thinking.	E	
<input type="checkbox"/> Willingness to work flexibly	E	