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| **Fundraising Insight and  Special Projects Manager** | |
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| **Department** | Fundraising |
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| **Term** | Permanent |
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| **Location** | Primarily home-based, but with up to 2 days per week at SPANA Head Office, 14 John Street, London WC1N 2EB |
| **Hours of work** | Full-time, but part-time will be considered. Standard working hours are 9.00am-5.00pm, Monday to Thursday, and 9.00am-4.30pm Fridays, although these may be varied in line with SPANA’s flexible working policy. |
| **Annual leave** | 22 days annual leave (pro rata), excluding bank holidays, plus three additional days to be taken over the Christmas period when the office is closed. Further days of leave will be earned after two years of service (see the employment handbook for details). |
| **Remuneration** | Competitive salary. |
| **Benefits** (qualifying periods apply) | Comprehensive benefits package, including 10% employer contributory pension to personal pension plan matched by 5% employee contribution; private (non-contributory) healthcare scheme; and Season Ticket Loan. |
| **Overall purpose of the role** | The Fundraising Insight and Special Projects Manager is responsible for providing data, evidence and results-driven insight that will help inform Fundraising’s business decisions and performance analysis, and ultimately help us maximise income and supporter care. In addition to providing regular reports and reviews, the post holder will also be responsible for managing and supporting various operational projects and activities, as a project manager or supporting colleague. |
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| **Reporting to:** | Director of Fundraising |

**The Fundraising Team**This role sits within the Fundraising department, which comprises Major Gifts (Legacies, Major Donors, Trusts, Foundations & Statutory and Corporate Fundraising), Donor Marketing and Digital Fundraising, and Supporter Care (Supporter Engagement, Community Fundraising, Events and Database).

**Key responsibilities:**

* Deliver post campaign/event analysis reports (including reports for Donor Marketing and Major Donor appeals), share key findings and provide insight based recommendations to influence future planning and decision making.
* Contribute to the development of fundraising strategies and delivery plans, by highlighting known user insight and data, market trends and opportunities.
* Manage special projects as assigned. These might include assessments of current or future global markets, possible new product development work, audience development projects or integrated campaign work.
* Contribute to the development, measurement and reporting of key performance indicators across the Fundraising department, supporting individual teams and colleagues on this as required.
* Work with the Database Manager to ensure the database is structured appropriately to support insight analysis.
* Contribute to the development of data selection and data segmentation strategies, to help build income and supporter engagement.
* Provide regular reports on the external Fundraising market (both in the UK and in global markets), highlighting key trends and developments.
* Ensure the annual Fundraising activity calendar is kept up to date by all stakeholders.
* Attend relevant meetings, contributing and presenting as required.
* Champion the use of data and evidence-based insight as a key tool for decision-making, at all levels of SPANA.

**Organisational Culture**

As a small charity (in terms of staffing, not ambition nor reach) at times we need everybody to pull together and help out so, in addition to the person specification, we require staff to:

* Be positive with a friendly manner whilst remaining professional and efficient.
* Be flexible as from time to time the post holder may be asked to perform other duties and support other teams.
* To resolve supporter complaints quickly, appropriately and professionally in regard to the areas that their role relates to.
* Enjoy working in a team and have a strong team ethic.
* To maintain, improve and develop team processes and procedures as and where necessary.
* To gain an in-depth understanding of SPANA’s charitable work in order to communicate confidently to current and potential donors.
* Share information with the team, whilst respecting confidentiality, so that you and your colleagues have all the information you need to perform your duties effectively.
* Maintain strict confidentiality at all times.
* Be committed to the aims and objectives of SPANA.
* To attend and assist at fundraising events and be willing to work occasional weekends and evenings when required due to events and community activities.
* Be willing to work within SPANA’s employment policies.

**Person Specification**

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| **Experience** |  |  |
| Experience of producing data-based analytical reports that provide useful insights and learnings for activities . | (E) |  |
| Experience of developing or contributing to strategies and operational plans. | (E) |  |
| Experience of data mining, developing predictive modelling techniques and segmentation, decision trees, profiling, and acquisition and retention analysis. | (E) |  |
| Experience of database use and MS Office (especially Word, Excel and Powerpoint). | (E) |  |
| Experience of working in a similar role and/or capacity. |  | (D) |
| Experience in following and mapping processes, identifying and recommending practical improvements where possible |  | (D) |
| Experience of dealing with external agencies/consultants. |  | (D) |
| Experience working within a charity or not-for-profit environment. |  | (D) |

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| **Knowledge/technical skills** |  |  |
| Proven database skills (preferably with Raisers Edge) | (E) |  |
| Strong analytical skills and the ability to deliver data and evidence-based reports that are clear, informative, convincing and actionable. | (E) |  |
| Excellent project management and planning skills, including prioritisation of tasks and critical path definition. | (E) |  |
| Strong communication (written and verbal) skills. | (E) |  |
| Good knowledge of data protection, charity law and fundraising regulations and good practices and GDPR. |  | (D) |
| Strong knowledge of fundraising and supporter care programmes, and strategies, including target audiences and KPIs |  | (D) |
| Knowledge of the UK and global fundraising market. |  | (D) |

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| **Competencies** |  |  |
| Self-motivation, ability to work flexibly, responsibly and with minimum supervision. | (E) |  |
| Ability to work collaboratively with colleagues and build good working relationships at all levels. | (E) |  |
| Ability to act with integrity and in accordance with SPANA’s values, obligations and employment policies. | (E) |  |

**It should be noted that the job specification and remit may develop over time. The applicant should be happy to adapt and take on new and different tasks.**