



### Insight Executive

**Grade:** 9

**Directorate:** Marketing & Supporter Development

**Location:** WWT Slimbridge Wetland Centre

**Reporting to:** Insight Manager

**Main function of post:**

The Wildfowl & Wetlands Trust (WWT) is supported by over 200,000 members, and other donors, providing our main source of income via various routes including their membership subscriptions, donations to appeals and legacies. 1 million people visit our wetland centres every year. This role is focussed on supporting data and systems projects to allow us to deliver an ambitious supporter journey. This will enable us to increase our supporters' engagement and therefore maximise this crucial source of income.

**Supervisory responsibilities:** Supervision of project teams

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### Main duties of the post

1. Project manage data and systems aspects of the supporter journey from planning through to implementation.
2. Scope the requirements for supporter journey projects, developing and defining business processes and recommending solutions to enable the successful delivery of the supporter journey.
3. Work with the Insight Manager and Marketing Systems Manager to develop a staggered implementation plan for each of these projects and to provide the data and systems expertise to see these projects through to completion.
4. Put in place monitoring and measurement plans to evaluate the success of the project and develop continuous improvements to the process.
5. Analyse existing data to understand where biggest engagement and financial gains from the supporter journey may be made.
6. Work with marketing, digital and content teams to implement supporter segmentation and evaluate impact of different communications.
7. 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.

8. 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.
9. To interact with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them understand and connect to wetlands.
10. To ensure that in the course of your work you adhere to the WWT Data Protection policy and standards.

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.

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**Date raised: January 2020**

**Amended:**

# Person Specification

## 1. Qualifications

**Essential:**

- Educated to degree level or equivalent.

**Desirable:**

- Project management qualification

## 2. Experience

**Essential:**

- Significant experience working in an insight, data or systems team.
- Extensive and demonstrable experience of project managing data or systems projects to a successful conclusion
- Experience of developing analysis, reporting and statistical analysis in support of business objectives and growth, preferably within a fundraising or non-profit environment
- An understanding of digital marketing tools such as email marketing services, marketing automation and digital promotions
- Experience in managing external agencies
- Demonstrable skills in the use of MS Windows based applications software
- Experience in data selection management and output
- Experience of developing analysis, reporting and statistical analysis in support of business objectives and growth, preferably within a fundraising or non-profit environment

**Desirable:**

- Experience within a membership or fundraising organisation and/or a visitation attraction
- Experience or knowledge of thankQ CRM and Gamma EPOS would be an advantage

## 3. Managerial & Supervisory

**Essential:**

- While this role has no direct reports there will be a requirement to manage project teams, scoping and assigning relevant tasks to other staff members, providing training and defining priorities within the project scope.

Type of staff	Number managed	Number supervised
Employed Staff	0	5
Volunteers / Casual Workers	0	0
Contractors	0	0

## 4. Responsibility

### **Essential:**

- Project manage system developments which impact supporters recruitment and renewal journey with the Trust
- 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
- Required liaise with staff at all levels and input into recommendations on processes and procedures

### **Levels of Responsibility:**

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	£12,000
Cash Handling	n/a
Assets (required for job, exc. buildings)	n/a
Visitors (per annum)	n/a

## 5. Creative Ability

### **Essential:**

- Identify how innovative data use can maximise income generating opportunities
- Ability to work under pressure to meet tight deadlines
- Forward thinking, and able to interpret users analysis needs into appropriate technical terms, and vice versa
- Attention to detail, and an appreciation of data quality and integrity issues in regards to relational databases
- Ability to develop innovative solutions to problems which may otherwise be barriers to the Trust
- A self-starter who is able to work on their own initiative

## 6. Contact

### **Essential:**

- Strong communication skills (both written and verbal), and ability to present a case and positively influence internal staff groups and external agencies, often with complex messages to convey
  - Required to work with a range of Central teams and across sites, influencing processes and creating buy in for a wide range of new projects
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## General Notes

This position may from time to time require work during some evenings, weekends and public holidays to meet the needs of the post.