

Insight Officer

Grade: 6

Directorate: Brand & Marketing

Location: HQ Slimbridge

Reporting to: Marketing Systems Manager

Main function of post: 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. Over 1 million people visit our wetland centres every year. This role is focussed on developing our understanding of these audiences, expanding our current analytical capabilities and enabling us to get a better understanding of their engagement with our brand.

Supervisory responsibilities: None

Hours worked: 37.5 hours per week

Working pattern: Monday to Friday

Main duties of the post

1. Support the use of marketing systems throughout the Trust, including thankQ CRM and the integrations with Gamma EPOS, website and online ticketing. Assist the Marketing Systems Manager in training and applying best practice use of these systems.
2. Support the Insight team in ensuring the CRM base has the best possible data. Undertake regular data audits and cleaning of the database and ensure bulk data is added in the appropriate manner.
3. Be the first point of contact for internal issues and enquiries regarding thankQ CRM and its integrations. Work with the Marketing Systems Manager to resolve these.
4. With the support of other members of the Insight Team generate and disseminate insight throughout the organisation.
5. Support colleagues with marketing-led data selection and evaluation, including appeal selections and online marketing activity.
6. Reporting of regular KPI's and management information to staff at all levels within the Trust.

7. Maximise the supporter insight available to the organisation. This includes unlocking the value of financial information about the patterns of giving from our visitors, members and other donors and data collated from surveys, online interaction, focus groups and behavioural segmentation analysis.
8. Work with colleagues across marketing and supporter development to ensure all marketing activity is evaluated appropriately for learnings and return on investment.
9. Communicate the findings of analysis in an effective, clear and persuasive manner through appropriate channels, including face-to-face discussions, documentation and presentations.
10. Keep up to date with technical and non-technical developments in the industry and be constantly aware of how ideas could be applied to benefit the organisation.

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.

Date raised: March 2018

Amended: May 2018

Person Specification

1. Qualifications

Essential:

- Educated to degree level or equivalent or a higher level qualification in a relevant subject.

Desirable:

- Qualification in marketing or database systems/relational databases

2. Experience

Essential:

- Knowledge of databases or data management with good technical understanding
- Proficient at analysis and statistics, and comfortable in evaluating campaign results
- Demonstrable skills in the use of MS Windows based applications software

Desirable:

- Experience within a membership organisation and/or a visitation attraction
- Experience of using fundraising or CRM databases with a good level of technical understanding
- Experience managing routine cleansing and de-duplicating of data and on-going data integrity checks
- An understanding of marketing tools such as direct mail, digital promotions and advertising
- Experience of SQL
- Experience in data selection management and output
- Experience or knowledge of thankQ would be an advantage

3. Managerial & Supervisory

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

4. Responsibility

Essential:

- Contribute towards policies and procedures which maximise our current information systems and data collection processes
- Authority to liaise with staff at all levels and input into recommendations on CRM usage and procedures

- The post holder will be required to handle confidential information and data and therefore needs to ensure compliance with the Data Protection regulation and HMRC Gift Aid Regulations

Levels of Responsibility:

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

5. Creative Ability

Essential:

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

6. Contact

Essential:

- Strong communication skills (both written and verbal)
- Ability to respond quickly to requests and issues from all levels of the Trust
- Ability to present a case and positively influence internal staff groups and external agencies, often with complex messages to convey

General Notes

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