



# Data Selections & Campaign Automations Lead

## Job description

<b>Grade</b>	E
<b>Type of contract</b>	Permanent
<b>Directorate</b>	Public Fundraising, Data and Supporter Relations
<b>Team</b>	Data & CRM
<b>Reports to</b>	Senior Data & CRM Operations Manager
<b>Responsible for</b>	2 x Data Selections Analysts
<b>Location</b>	Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff office,
<b>Hours</b>	35hrs p/w

### About the role

Mind's Data and CRM Department empower Mind to be data & insight driven; amplifying the collective impact of our charitable efforts so everyone with a mental health problem has both support and respect.

Together, we combine business intelligence, technology and engagement strategy to modernise our ways of working. Maximising the value we draw from our data to meet strategic business goals we enable an insight driven culture of innovation and continual improvement: harnessing the power of data and technology to achieve our common purpose.

We work with our users, technology suppliers, IT & Digital Team, and marketing teams to ensure high quality and trusted data is seamless integrated to drive efficiency, effectiveness, and frictionless supporter experiences that connect people to the cause and enables us to raise vital funds to support Mind's work.

Our Data and CRM activities seek to improve trust and usability of our data through providing robust Data and CRM Operations, Development, Business Systems Design, and Learning and Adoption; seamlessly integrating data and analytics to remove siloes from our ways of working and improve supporter experiences.



As a Data Selections and Campaign Automation Lead, managing two Data Selection Analysts, you will be responsible for working with teams from across the charity to manage our campaign production schedule, together with providing support to devise and extract accurate and targeted selections to enable our charity to communicate with the right supporters at the right time in the right way. You will have proven experience in being able to challenge our current processes, procedures and policies and deliver new ways of working, with continuous improvements to the services that we provide to our internal clients, building best practise.

You will make an impact by working closely with your selection analysts, ensuring they are delivering to agree schedule through strong project management, mentoring and coaching skills. You will improve the performance of campaigns, by looking at identifying new ways to optimise the design and test of campaigns.

Working closely with the Data Insight Manager, the Data & CRM Operations Manager as well as the wider Data & CRM and fundraising teams, you will assist in providing insight-based recommendations to internal teams supporting their communication activities and objectives.

## **Key Responsibilities**

1. Providing effective management and leadership, conducting performance and development reviews of 2 Data Selection Analysts, to ensure motivated performance, high quality service delivery and achievement of the business plan. Developing and supporting effective team working by staff managed by the job holder
2. Keeping up to date with technology and industry changes and providing robust recommendations for continual improvement through the adoption of new data practises and analytical techniques
3. Working with business users to ensure accurate capturing and understanding of user business and data requirements in a consolidated data brief
4. Liaising with the Head of Supporter Engagement to deliver selections in a timely manner, according to the organisation-wide communication plan
5. To manage, write and run complex data selections and segmentations from data briefs, delivering data for a variety of offline and online channels, covering diverse sets of supporter groups
6. Managing the technical delivery of Supporter Journeys and playing a key role in the consultative process as the strategy evolves whilst delivering data solutions that help increase overall marketing effectiveness and return on investment (ROI)
7. Working closely with the Data Insight Manager in developing the necessary data sets required for the various selections, and supporter journeys thereby ensuring



that through standardised use of data sets we guarantee uniformity in data analysis delivered by the Insight Team following our campaigns

8. Utilising the full range of Data and Analytics tools, (preferably FastStats and PeopleStage) to develop and integrate Supporter Journeys by facilitating automated campaign marketing in line with the communications planner
9. Working collaboratively as part of the Data & CRM Management team to ensure the Selections Team is performing to the best of their ability, in line with Mind's Data, Insight and CRM Strategy
10. Working collaboratively across the charity to assist in preparation and documentation of user requirements and data processes
11. Providing analytical expertise and technical support across the department and the charity
12. Advising users and technicians on data and system capabilities to ensure business outcomes are achieved in the most efficient and cost-effective manner
13. Working in close collaboration with the Data & CRM Development Team as required for timely and accurate remedy of incidents affecting the business
14. Working closely to identify where change requests require improvements to data architecture and systems development
15. Identify opportunities for the business case of solution improvements.
16. Work collaboratively across the department to assess all incidents and BAU change requests and identifying those that cross over into data development and quality tasks.
17. Working with the Data & CRM Operations Manager to ensure change management procedures are adhered to as appropriate
18. Working with Data & CRM Operations Team for remedy of incidents affecting the business
19. Working in close collaboration with the Data & CRM Development Manager to identify and rectify data issues to ensure data is accurate, up to date and fit for purpose
20. Working in closely collaboration with the Data & CRM Operations Manager to produce timely and accurate communications to the charity that inform and manage user expectations or impact BAU
21. Working with CRM Learning & Adoption Team to provide appropriate training and sharing of information.



## Expectations

We are committed to becoming actively anti-racist in everything we do. This is a critical priority for Mind. We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to provide excellent services. We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equity in physical and mental health for all.

Role expectations:

- To embrace and champion all things Data and CRM at Mind, winning the hearts and minds of all staff.
- To understand the importance of good quality accurate data and proactively drive the speedy resolution of issues.
- To empower all staff at Mind to realise the full potential of the CRM systems and data driven processes, ensuring Managers and staff are supported and guided through the adoption of new ways of working.
- To breakdown any apathy/misunderstanding towards data and CRM systems through the education and upskilling of all staff.
- A desire for continuous improvement through seeking and sharing feedback and a willingness to learn from mistakes.
- To understand that the nature of this post will require flexibility in undertaking the role. Keep abreast of internal and external developments and respond accordingly.
- To attend and contribute to supervision and appraisal process, meetings, training, and other events as required.
- To adhere to relevant legal and statutory requirements including the Data Protection Act (ensuring an appropriate level of confidentiality at all times), Health and Safety at Work Act (ensuring H&S of own and others at all times) and any other relevant/charity law.

All members of staff at Mind are expected to embody our mission, values and competencies. This includes an expectation that they will:

- Show passion for what Mind does and the changes that we are making for people with mental health problems.
- Work collaboratively across teams, departments, locations and organisations.
- Stand up for what they believe is best and trust in themselves and each other.
- Be open to others and ourselves and show a commitment to learning.



- Be open to change and respond flexibly and quickly to the changing world.
- Demonstrate organisational awareness and see the bigger picture while working towards objectives.
- Communicate effectively, ensuring their messages are understood and that they strive to understand others.
- Value diversity and treat others with respect, showing sensitivity towards differences, promoting and encouraging diversity, and building on people's different skills and talents to enhance the quality of their own and other's work.
- Take responsibility for their decisions.
- Attend and contribute to Mind staff training and any other training identified as appropriate for the post.
- Occasionally travel to meetings in England and Wales and/or work unsociable hours, which may require the need for an overnight stay, evening and weekend work.
- Ensure that all responsibilities and activities within their post are consistent with the terms and spirit of Mind's mission, vision, values, policies and procedures.
- Adhere to relevant legal and statutory requirements including the Data Protection Act, Health and Safety at Work Act and relevant charity law.
- To be prepared to work flexibly (e.g. hot-desking, home-enabled working) according to business need
- Maintain an appropriate level of confidentiality at all times.
- Contribute to making Mind a greener workplace.

## Person specification

### Essential criteria

#### Leadership Skills

1. Excellent management skills at a senior level with strong motivational and leadership qualities and highly developed coaching & mentoring skills to support others to perform & develop.
2. Proactive approach with a focus on results and achieving goals, providing clear direction for the team and an ability to prioritise demanding workloads for self and others, driving work where required across multiple teams and projects



3. Excellent communication, people management and planning skills; ability to influence, persuade and interact effectively.

#### Skills & abilities

4. A robust understanding of CRM systems, preferable Dynamics 365 and the importance of good quality accurate data
5. Ability to write and run complex data selections and segmentations using a range of analytical tools including SQL and FastStats
6. Highly developed understanding of non-profit and data marketing
7. Comprehensive working knowledge and understanding of GDPR and Gift Aid legislation
8. Skilled in manipulating and validating data with strong attention to detail and accuracy
9. Robust testing and troubleshooting skills displaying diligence and tenacity to see operational issues through to root cause resolution
10. Ability to understand and interpret business needs and translate them into them robust technical requirements and effective solutions
11. Proven ability to simplify complex problems, processes or projects into component parts explore and evaluate them systematically
12. The ability to combine your technical knowledge with excellent communication skills to encourage datadriven and customer-centred decision making.

#### Experience

13. Significant experience of producing selections, segmentation and analysis to inform marketing strategies
14. Experience of designing, implementing, testing & troubleshooting data processes to ensure that the team support the charities business as usual functions effectively and efficiently
15. Devising and implementing data cleansing and validation routines
16. End to end experience from translating campaign requirements to briefing, audience selections, data exports and selection reports, preferably using Faststats.
17. Devising and documenting data best practice policies, process and training guides.
18. Experience of deduplication of contact information and querying data at source to support data validation and feedback for improving data quality.



### Personal Attributes and Behaviours

19. Ability to work effectively under pressure, both independently and as part of a team and without close supervision; identifying priorities and consistently achieving key targets.
20. Ability to work collaboratively and influence effectively across organisational boundaries to achieve goals.
21. Effective communication skills, including the ability to explain and document complex technical systems and business processes for both technical and non-technical audiences.
22. Ability to find creative solutions to complex problems and contributes with innovative ideas and solutions

### Other

23. Commitment to your own continuing professional and personal development.

### **Desirable criteria**

24. Working knowledge of predictive analytics
25. Working knowledge of fundraising compliance