



DATA ANALYST AND COMMUNICATIONS OFFICER

We are looking for an enthusiastic person with some experience in data management and analysis – to join our fundraising team and help raise funds to grow our work supporting those living with sickle cell.

Job Title:	Data Analyst and Communications Officer
Accountable to:	Fundraising Manager
Salary:	£24,000 FTE, pro rata £14,400
Hours & Length of Contract:	3 days a week (21 hours) for one year; with view to extend
Location:	Initially home-based for the duration of building works taking place at head office. Subsequently, one day per week at Head Office based in Willesden Junction.

To apply for this job, please read the **Main Duties** and **Person Specification** in this document and then complete the **Application Form** via the button below or at our website: www.sicklecellsociety.org/data-analyst-officer/

APPLICATION FORM

Return the completed application form to fundraising@sicklecellsociety.org

Closing Date: 10th April 2022 **Interviews:** 13th April 2022

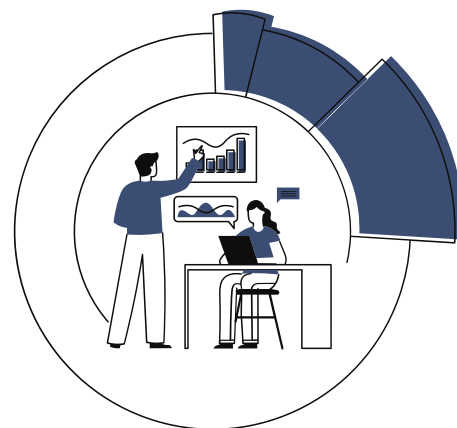
Start Date: Mid-May (or before is possible)

About the Role

In this newly created role, you will provide day to day support to the fundraising team by producing data reports and effective communications to enable the Society to raise the funds it needs to continue to grow.

Ideally, you will have experience of working with a CRM database (Raiser's Edge), but this isn't essential – a willingness to learn and get stuck in is what matters. The post-holder will ensure the membership and donors' database (Raiser's Edge) is up to date and report back on results, whilst ensuring data compliance and implementation of data projects.

You will be highly proficient in the use of business IT systems in particular Microsoft Excel to analyse data, and you will also have a degree of experience in producing detailed and insightful reports.



The Sickle Cell Society exists to support and represent people affected by sickle cell, to improve their overall quality of life. Data plays a vital part in helping us to reach that aim, by helping us better know our membership and donors, and by ensuring that we continue to raise the money needed to deliver services and support to the sickle cell community.

You will also support the development of our fundraising communications, monitoring performance across all channels driving best practice and income growth. You will generate and develop engagement through Facebook by producing e-marketing fundraising communications with responsibility for your own copywriting, including thanking our wonderful donors via the most appropriate communication channels.





About You

In this role, you will be part of a team that generates and meets targets via individual fundraising campaigns, challenge events and community fundraising.

You will be an effective communicator in both oral and written English. You will write in a succinct, structured way and be able to communicate with donors and fundraisers on Social Media platforms as well as convey technical processes to non-technical audiences, providing feedback to a range of professionals including at senior level.



You will have some experience in data management and analysis. Ideally, you will have experience of working with a CRM database.

You will be highly proficient in the use of business IT systems in particular Microsoft Excel to analyse data, and you will also have a degree of experience in producing detailed and insightful reports.

You will also have some experience of providing administrative support and be a hardworking and approachable team player. As a small, friendly and hardworking team - we're really looking for someone to bring their own ideas, solutions and be willing to muck in.

This role will develop your creative, technical and digital fundraising skills as well as your marketing knowledge.

Job Purpose

- 1.1 To process all income received to the Sickle Cell Society and to thank the supporters within a 5-days timeframe.
- 1.2 To scope out Raiser's Edge CRM capabilities and make recommendations on how to improve current processes in order to effectively use the database.
- 1.3 To scope out Raiser's Edge capabilities and make recommendations on how to set up new processes in order to evaluate the performance of each cohort, channel and fundraising activity on monthly basis.
- 1.4 To set up dashboards for different activities and different users to facilitate interactions with donors including Trusts, Major Donors, Corporates etc.
- 1.5 To carry out segmented data selections to support fundraising activities.
- 1.6 To assist on the production of Gift Aid Claims.
- 1.7 To provide administrative support to the Fundraising Team
- 1.8 To produce detailed and insightful fundraising reports that reflect fundraising performance on a monthly basis and inform agile resource allocation or corrective action.
- 1.9 You will generate and develop engagement through Facebook and create engaging e-marketing fundraising communications with responsibility for your copy writing.



Responsibilities

- 2.1 Regularly update the fundraising database (currently Raisers Edge) with any mailing preferences, or changes to contact or address information.
- 2.2 Process cash/cheque donations.
- 2.3 Process donations from payment reports received from online giving platforms.
- 2.4 Process Online Express payments - donations received via the website.
- 2.5 Update Raiser's Edge with Regular Giving donations, standing orders and payroll giving.
- 2.6 Process new memberships.
- 2.7 Reconcile income on the Raisers Edge database back to bank statements each month in conjunction with Fundraising Officer and Finance staff.
- 2.8 Review income by fundraising channel and produce monthly/quarterly reports for the team and Fundraising Working Group to agreed KPIs.
- 2.9 Track attrition per channel in order to instigate reactivation activities through the production of monthly reports.
- 2.10 Set up tracking systems to monitor and interact with challenge events participants, Black History Month fundraisers, World Sickle Cell Day etc.

Responsibilities (continued)

- 2.11 Drafting, production and distribution of Thank You letters to acknowledge donations from supporters.
- 2.12 Answering and making telephone calls, filling, photocopying and scanning documents related to donors and the fundraising function.
- 2.13 Keep abreast on GDPR legislation and its implementation.
- 2.14 Keep abreast with Gift Aid legislation and its implementation.
- 2.15 Keep accurate record of any Gift Aid declaration for both donors and members.
- 2.16 Engage with suppliers such as Online Express (Online Donations) in order to optimise and monitor performance of donation form and acknowledgment emails.
- 2.17 To respond to complaints within a 3-day timeframe and produce complaint reports on a monthly basis.
- 2.18 Update membership profiles with opt-ins to receive communications by email and dealing with any membership issues.
- 2.19 Manage Facebook Fundraisers. This would include thanking fundraisers once completed as well as monitoring and reporting on Fundraisers.
- 2.20 Write the Fundraising Spotlight for the Newsletters, collating stories from all the fundraisers over the previous 6 months, writing the article and finding the right images.

The post holder will be expected to keep up to date with Blackbaud/Raiser's Edge developments and attend training sessions as required to enable them to lead on how the database is used.

The post holder will also support the wider team with general administration which may include letter folding/document scanning/photocopying/filing/shredding.

3. General

- 3.1 The postholder will attend agreed meetings to gain more insight into the Charity and
- 3.2 will be offered in house & external training as required.
- 3.3 Staff are expected to uphold and promote SCS policies.
- 3.4 Staff are expected to maintain an appropriate level of confidentiality at all times.
- 3.5 Staff are expected to adhere to the terms of the employment agreement.
- 3.6 Participating in induction programmes for new members of the team
- 3.7 Ensure that standard setting and audit is undertaken and regularly reviewed.





4. Other Responsibilities

- 4.1 There is a requirement to comply with all SCS policies, procedures and guidelines, including those relating to Health & Safety, confidentiality and the Data Protection Act, as required by Information Governance.

5. Additional Information

- 5.1 This job description sets out the key tasks and responsibilities. It is not intended to be comprehensive. It is essential that it should be regarded with a degree of flexibility so that the changing needs of the organisation can be met.
- 5.2 This job description will be reviewed with the post holder annually as part of the appraisal process. Any proposed amendments will be with the agreement of the appropriate member of the Fundraising Manager.

"team" refers to all members of staff including volunteers

About the Sickle Cell Society

The Sickle Cell Society is the only national charity in the UK that supports and represents people affected by a sickle cell disorder to improve their overall quality of life. First set up as a registered charity in 1979, the Sickle Cell Society has been working alongside health care professionals, parents, and people living with sickle cell to raise awareness of the disorder. The Society's aim is to support those living with sickle cell, empowering them to achieve their full potential.



Essential Requirements

- Educated to degree level in data-science, maths or similar analytical subject / or previous experience
- High level of proficiency in Excel
- Experience of carrying out data analysis and producing reports
- Meticulous attention to detail
- Excellent written English skills
- Ability to work to deadlines and targets
- Ability and confidence to communicate with a wide range of people in writing, orally and via social media
- Smart and professional image to represent the SCS

Desirable Requirements

- Experience of working in an office environment, using administrative systems and IT
- Working knowledge of Raiser's Edge or other CRM database
- Ability to maintain confidentiality and an understanding of the General Data Protection Regulations (GDPR) or willingness to learn
- Experience of electronic audit systems or willingness to learn
- A good knowledge of Facebook and social media fundraising

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