

# PLAN INTERNATIONAL UK JOB PROFILE

<b>Job Title</b>	Database Marketing Officer (Data Management)
<b>Department</b>	Public Engagement
<b>Unit (if appropriate)</b>	Individual Giving
<b>Grade</b>	4
<b>Salary</b>	£37,296
<b>Contract type</b>	Full time (34.5 hours per week)
<b>Reporting to</b>	Database Marketing Specialist
<b>Responsible for</b>	N/A

## Overview of Department

Plan International UK is a global children's charity. We work to give every child the same chance in life. In every child there's a spark of imagination, curiosity and ambition. But not every child is born with the same opportunities. When you face poverty or violence the odds are stacked against you. When you're a girl it's even harder to be safe, to be in school and to be in charge of your body. All children deserve an education, health care and clean water. All children deserve the chance to thrive. We're fighting so every child, especially every girl, knows their value. We're fighting so the communities they're growing up in – and the world around them – value them too. And if disaster strikes we're there to protect children, keep them learning and help them recover.

The Individual Giving Unit is part of the Fundraising directorate and is composed of the following areas: Supporter Acquisition, Supporter Retention & Legacies, Supporter Engagement, Sponsorship Operations and Database Marketing & Insight.

Our primary proposition is Child Sponsorship, where we deliver an engaging one to one relationship to over 80,000 child sponsors. The Individual Giving Unit is responsible for generating income from individuals through high-quality direct-marketing activity and for fulfilment of the sponsorship journey. This is done through a process of donor acquisition, retention and upgrade alongside developing and offering other mass-marketed fundraising propositions for supporters to participate with. This team therefore delivers the direct fundraising activity to solicit sponsorship and other regular/one off donations alongside ensuring that income is accurately managed and available to the whole organisation. Finally, the team provide direct supporter engagement to respond to and communicate with supporters and specific sponsorship related operations.

The Database Marketing & Insight team is a newly formed team that has business leadership responsibility for data management, data integrity, database design and planning, data selections, imports, reporting and insight.

The Database Marketing & Insight Team works closely with the IT Business Change Team who implement these business requirements and provide technical support and development for the database systems.

## Job Purpose

- Maintain and improve the way Plan UK collects, interprets and uses data to further our marketing activities and business insight.
- Translate real-world and business scenarios into meaningful data flows and frameworks.
- Imbed these data practices into teams' daily operations, shaping the way we work with data, to support Plan International UK's database marketing strategy of creating a single supporter view and donor-centric experience.

## Key Deliverables

## Key Activities

Ensure teams are working to agreed standards when capturing and using data

- Ensures data privacy compliance is considered in design of all aspects of data management and provides guidance to teams to support compliance
- Uses quality standards to review past performance and plan future activities. Conducts audits of quality requirements and produces audit reports
- Monitors and reports on the outputs from the quality assurance and audit processes

Maintain and improve ways of managing supporter information to develop a single supporter view

- Maintains the data dictionary to ensure all data definitions are standardised and clearly understood by the business for data selections, reporting and analysis
- Support teams in the creation of corporate codes. Check, approve and set up source and mailing codes as requested by business users
- Maintains and works with the Database Marketing Specialist to conceive and improve data models, such as source-coding and marketing suppressions and flags, to ensure the standardised, quality capture and storage of data to enhance insight and performance in line with the GDPR and PECR/e-Privacy regulations

Development of data flows and frameworks to accompany end-to-end business processes

- Support the Database Marketing Specialist in the creation, management and enhancement of data processes to enable the collection and administration of supporter information
- Take responsibility for investigative work to determine requirements and specify effective business processes, through improvements in information systems, data management, practices, procedures, organisation and equipment.

Provides training to internal stakeholders on use of CRM and data processes

- Supports Database Marketing Specialist to develop and deliver training to users of our CRM (CARE)
- Supports Database Marketing Specialist to develop and deliver training across the Public Engagement directorate on data management processes
- Attends and contribute to CRM (CARE) User Group, supporting on ensuring consistent implementation of results across teams

Other responsibilities

- Keep abreast of key fundraising trends and issues and the

	<p>regulatory environment around fundraising and ensure that standards are set and issues acted upon</p> <ul style="list-style-type: none"> <li>• Adhere to Fundraising Regulator and other sector body guidelines and engage as appropriate</li> <li>• Ensuring all fundraising data complies with data protection law, fundraising regulation and Plan UK's data protection and information security policies.</li> <li>• Any other duties as directed by and agreed with the Database Marketing Specialist</li> <li>• Deputise for the Database Marketing Specialist as needed</li> </ul>
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<b>General</b>	<ul style="list-style-type: none"> <li>• Ensure that all activities undertaken on behalf of Plan International UK, externally or internally, are in line with the overall aims of the organisation and with policies and procedures.</li> <li>• Participate in training and other activities as requested</li> </ul>
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<b>Awareness and Representation</b>	<ul style="list-style-type: none"> <li>• Commitment to Plan's position on promoting girls' rights and gender equality, and integrating this into all aspects of work.</li> <li>• Commitment to child safeguarding and to being confident and competent in meeting safeguarding responsibilities</li> </ul>
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<b>Level of responsibility for safeguarding children and young people</b>	Standard - Commitment to uphold to Safeguarding guidelines at all time
<b>Level of Budgetary Responsibility</b>	None

*This is not intended to be an exhaustive list. Your job description may be subject to change.*

<b>Date Created</b>	03/07/20
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# PLAN INTERNATIONAL UK PERSON SPECIFICATION

## PERSONAL COMPETENCIES

Competency Title	The successful candidate will be able to....
<b>Communicating with all stakeholders</b>	<ul style="list-style-type: none"> <li>• Communicate clearly, concisely, confidently and assertively in a well-structured manner</li> <li>• Influence and negotiate using confidence and understanding</li> <li>• Understand and convey sometimes complex issues to internal and external stakeholders</li> <li>• Build strong working relationships across teams</li> </ul>
<b>Working effectively and efficiently</b>	<ul style="list-style-type: none"> <li>• Ensure that impact is a feature of their work and maintain continuous monitoring, suggesting changes where appropriate</li> <li>• Inspire colleagues at all levels to take action to improve marketing performance using insight and data</li> <li>• Manage own workload effectively and prioritise tasks</li> </ul>
<b>Demonstrating Plan values</b>	<ul style="list-style-type: none"> <li>• Consistently seek innovative work methods to improve the way things are done and inspire others to do the same</li> <li>• Show a proactive commitment to self-development through continuous improvement</li> <li>• Listen to alternative viewpoints, show openness to ideas from others and be receptive to feedback</li> </ul>

## RELEVANT EXPERIENCE

### The successful candidate will have experience of ....

Capturing, maintaining and using data within a fundraising CRM, specifically with regards to targeted marketing, in the NGO sector

Implementing and maintaining data structures and tracking methodology to provide the business with clear understanding of its data

Analysing and classifying data into meaningful taxonomies and relationships, which have resulted in business improvements

Contributing to data strategy to ensure that opportunities for business learnings and data quality improvements are maximised as part of business processes

Delivering training and adapting training methods to meet different learning styles

Working as part of a team to plan and implement new processes and/or systems

Working as part of a project team to deliver outcomes on time and on budget

Relating to people from a variety of diverse cultural backgrounds

<b>SPECIFIC SKILLS AND KNOWLEDGE</b>	
<b>The successful candidate will have the ability to....</b>	<b>The successful candidate will have knowledge of....</b>
Demonstrate an awareness of child safeguarding issues	Database structures, specifically CRM systems
Analyse business scenarios to distil and document the accompanying data flows	Direct and digital marketing, such as the supporter journey; and methodologies such as A/B and variant testing
Maintaining data models, suitable for a range of technical and non-technical audiences	GDPR & PECR/E-privacy legislation and best practice
Identify opportunities to, and deliver on, enhancing database marketing and insight through data capture, integration and management	Effective presentation methods
Set up quality standards to accompany data models and data flows and imbed these across teams	Effective communication methods
Train and inspire others to identify ways to better manage data to improve business performance	Training others and delivering workshops
Manage projects effectively across teams and run workshops / coordinated working groups as necessary	Excel to an advanced standard as well Microsoft Word, Outlook, PowerPoint – and Visio or other visual representation tools
Understand and convey sometimes complex issues to internal and external senior stakeholders	
Work successfully with a wide variety of teams and personalities; and influence cultural change	