

# SENIOR DATA & INSIGHTS OFFICER JOB DESCRIPTION



A group of the Royal Free Charity's young volunteers.



**FURTHER, FASTER, FOR ALL.**

[royalfreecharity.org](https://royalfreecharity.org)

Royal Free Charity, The Pears Building, Pond Street, London, NW3 2PP  
Charity number 1165672 | Company limited by guarantee number 09987907

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# A welcome from our CEO

We help to tackle some of the NHS's toughest problems.

Whether it's funding psychological interventions and rest spaces for NHS staff who've worked through the biggest health crisis of a generation or speeding up diagnoses and treatment for patients with cancer, we stand shoulder-to-shoulder with the Royal Free London NHS Foundation Trust.

Our employees are an incredible group of compassionate, committed individuals, drawn by the opportunity to make a genuine difference. We come from a mix of professional backgrounds and experience - what unites us all is our commitment to helping the Royal Free London to go further and faster than it can with NHS funding alone.

Put your talents to great use in a fast-paced, stimulating organisation where you can see the tangible impact of your work every time you walk down one of our hospital corridors.

Everything we do is funded directly by our supporters and we receive no government funding. Our fundraising team plays a vital role in connecting our incredible supporters with a cause that matters to them, creating meaningful and lasting relationships which directly impact patients and staff.

We have some hugely significant projects on the horizon, including a major cancer campaign, and we hope that you'll consider joining us at this really exciting time.

Jon Spiers, Chief Executive

# ABOUT US

## Our Vision

Our vision is for everyone served by the Royal Free London NHS Foundation Trust (RFL) to have access to world-leading healthcare, delivered by a thriving workforce, and driven by medical research that has a global impact. We support the 10,000 staff of the RFL and their 1.6 million patients across Barnet, Chase Farm and Royal Free hospitals and more than 30 NHS services.

## What we do

Through the services we provide, and the programmes and equipment we fund, we make a profound and immediate difference to patients' experiences of care. Our volunteering, support hub, and complementary therapy teams enhance the hospital journey for all patients – whether they live locally or come from further away to access the trust's specialist services. Our support of the RFL workforce enables staff to perform at their very best. Spanning individual professional development and training through to organisation wide interventions, our initiatives bolster employee resilience and mental health so staff can achieve the best outcomes for patients. We fund ground-breaking research with the potential to change people's lives, whether it's through our grant programmes, commissioned research, or delivering major capital funding appeals.

## Our approach

We are a solution-focused strategic partner to the RFL, helping our hospitals to go further and faster than the NHS could do alone. We believe funding decisions should be made based on strategic priority and impact, with a strong focus on coproduction.

The Royal Free Charity (the charity) invests in:

- enhanced support for patients
- vital support for our staff
- ground-breaking research and
- innovation
- cutting-edge medical equipment

The generosity of our donors, fundraisers and volunteers enables us to do this.



## Fundraising department

Our dynamic fundraising department is preparing for an ambitious multimillion-pound campaign in support of a ground-breaking cancer centre on the site of the Royal Free Hospital. We pride ourselves on being a supporter focused and agile function, working at the heart of the charity to deliver impact for patients and staff across our hospitals.

Responsible for attracting and retaining donors, and delivering an outstanding supporter experience, the fundraising department comprises three teams which work closely together to achieve our shared objectives:

- Our **Public Fundraising** team harnesses the support and energy of individuals and groups, helping them to give back in the way that works for them. This includes committed giving, in memory support, gifts in wills, and fundraising events and challenges. Our database team and supporter care sit within Public Fundraising, with their work underpinning and supporting the entire department.
- Our **Philanthropy and Campaigns** team builds relationships with individual philanthropists, trusts, foundations, and corporate organisations which give, or have the potential to give, £10,000 to the charity each year. They lead major appeal activity for the charity, currently focused on our exciting cancer campaign, which is due to launch in late 2026.

# JOB PURPOSE & DESCRIPTION

- Full-time: 37.5 hours per week (we welcome flexible working requests)
- Salary: £33,000 – £35,865
- Hybrid working with regular attendance at least two days a week (one of which is to be Thursday) at one of our locations:
  - Pears Building, Pond Street, London, NW3 2PP
  - Barnet Hospital, Wellhouse Lane, Barnet, EN5 3DJ
  - Chase Farm Hospital, 127 The Ridgeway, Enfield, EN2 8JL

## Job Purpose

Excellent use of and understanding of our data is crucial to the success of our fundraising activity. This role will support all elements of direct marketing and campaign work for the fundraising team. Using Raiser's Edge (RE7/RENXT), the post holder will lead on complex data selections for integrated, multi-channel supporter communications, and present meaningful data analysis of fundraising activity. In addition, this role will make a significant contribution to the smooth running of our data processing, database operations, ensuring high quality data through accurate imports and data cleaning.

## Principal responsibilities

### Data Selections & Automated Journeys

- Lead all data selections for multi-channel fundraising campaigns, ensuring accuracy, segmentation quality, timely delivery and all post-delivery data processing
- Run selection briefs, translate requirements into clear logic and process documents, and proactively advise teams on audience strategy and testing.
- Build and maintain selection templates, automated workflows and supporter journeys using RE/RENXT, Power Automate or other tools.
- Ensure compliance and QA across all selections, including coding, exclusions and supporter journey rules.
- Support the development of segmentation models (recency, value bands, behavioural indicators) and contribute to the optimisation of automated journeys.

### Insights & Reporting

- Build and maintain Power BI dashboards to track campaign performance, donor behaviour, retention, ROI and fundraising KPIs.
- Provide clear, actionable insights to fundraisers and senior stakeholders, highlighting trends, risks and opportunities.
- Document measures, logic and data definitions to ensure consistent reporting.
- Actively contribute to the Data Champions Group, helping to build a strong data culture and increase data literacy across teams.

## Data Operations

- Support development of RFC's Modern Data Platform (Fabric) by helping prepare, validate and structure datasets for analytics, selections and automations.
- Assist in creating and improving Power Automate workflows that streamline data processes and reporting outputs.
- Identify data quality issues, gaps and risks, recommending improvements to strengthen supporter data and journey accuracy.
- Promote good data capture, coding and governance across fundraising.
- Provide RE/RENXT support (excluding gift processing), helping colleagues use data effectively and consistently.

## Other

- Work with the Database Manager to ensure that data is processed to be compliant with: Data Protection Act 2018 (DPA), GDPR, Telephone Preference Services (TPS), Mailing Preference Services (MPS) & HMRC and other legislative/best practice requirements.
- Provide cover for Database Manager/Data & Gift Manager to support users of the Raisers Edge database for training and induction sessions.
- Build relationships across the charity and the Royal Free London NHS Foundation Trust to enable own work and engage with internal and external stakeholders to identify opportunities for supporter engagement
- Actively pursue personal development, contributing learnings and ideas to the wider team
- Maintain up to date knowledge of sector trends and how they might be applied to our work

## All staff are expected to:

- Work toward the charity's vision and mission, and act in line with its values of dedication, innovation, partnership, energy and respect.
- Treat everyone equally, regardless of sex, age, disability, gender reassignment, race, ethnicity, religion or belief, sexual orientation, or any other protected characteristic. We've just launched our staff-led Equality, Diversity and Inclusion (EDI) Board to develop our first EDI strategy and to hold ourselves accountable for our performance.
- Be flexible and respond to the needs of the charity.
- Read and adhere to the charity policies, including the dress code, and all relevant legislation and ensure that any team members who report to you do the same.
- Be aware of and have a good understanding of Health and Safety at Work and the Fire Procedure and understand the correct action to be taken in the event of a fire.
- Attend meetings and training as required.

# PERSON SPECIFICATION

## Qualifications, experience, skills and knowledge

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### Qualifications

- GCSE or equivalent in Maths and English.

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### Experience

#### Essential

- Experience of using the Raiser's Edge (RE7/RE NXT) or similar fundraising Customer Relationship Manager (CRM) using charity data
- Experience in producing large, complex multi-channel marketing selections for a fundraising department
- Experience in building Microsoft Power BI dashboards for data visualisation and analysis.
- Experience of working in a fundraising/marketing environment.
- Demonstrate data analysis skills with an understanding of a range of statistical techniques.

#### Desirable

- Experience in interpreting and producing financial reports from various donation channels.
- Experience in using data tools/packages such as Dataro, Tableau, FastStats
- Experience using Power Automate or other workflow automation tools.
- Exposure to data warehouse/MDP environments (e.g., Microsoft Fabric).

### Skills and Knowledge

- Strong IT skills, proficient in using Microsoft Word, PowerPoint and Excel as well as CRM systems
- Excellent numeracy, literacy and administrative skills
- Excellent attention to detail, with strong QA habits and high accuracy.
- Ability to build and maintain relationships cross-departmentally and with external suppliers

- Confident communicator able to explain technical data concepts to non-technical audiences.
- Ability to work methodically with excellent attention to detail
- Able to deal with sensitive information in a confidential and professional manner
- Ability to proactively problem-solve, make recommendations, and implement solutions
- The ability to manage and juggle a large workload whilst maintaining an excellent service level to internal & external stakeholders.

*This job description is not exhaustive, and the role will include other tasks and responsibilities commensurate with the post and subject to change to meet legislative requirements.*

# BENEFITS

## Core benefits

- 25 days of paid holiday, plus a three-day office closure rest period between Christmas and New Year, and UK bank holidays. This increases to 30 days leave after five completed years of continuous employment (all leave is pro rata for part-time employees).
- A contributory pension scheme, where we match your 4% contribution towards your pension. If you choose to increase your payments into your pension scheme, we'll match your contribution up to 9%.
- A sick pay package that offers one month's full pay and one month's half pay in any 12-month period if you've been with us for less than two years. This rises to two months' full pay and two months' half pay in any 12-month period after two years of continuous employment.
- Occupational maternity pay and paternity pay packages that provide more generous support than statutory pay alone.
- A flexible working policy to support our employees' work/life balance.



Members of our complementary therapy team

## Support for your financial wellbeing

- Expert financial advice from our financial partner, the London Credit Union
- Salary Sacrifice Scheme
- Savings on purchases with the Blue Light Card
- Our Death in Service benefit

## Support for your health and wellbeing

- Subsidised gym, pool and classes at our Rec Club in Hampstead
- Secure bicycle parking and shower facilities at our Hampstead site
- Fortnightly guided meditation
- Free massage therapy from our complementary therapy team
- Menopause peer support group
- Employee Assistance Programme offering 24-hour access to free confidential advice and support on work and personal issues.