JOB DESCRIPTION

ANTHONY NOLAN

saving the lives
of people with
blood cancer

Anthony Nolan is a charity that saves the life of people with blood cancer. Every day, we match remarkable donors willing to donate their blood stem cells to people who desperately need life saving transplants. We are driven by our Values of passion, patient–focus, accountability, innovation and a desire to improve every day.

Division: Engagement

JOB DESCRIPTION

Job Title:	SRM Reporting & Data Manager
Job Band:	3
Reports To:	Head of Supporter Relationship Management, Insight & Innovation
Direct Reports:	None
Hours per week:	35 hours
Contract:	Permanent
Date:	January 2018

Job Profile:

As a manager in the Supporter Relationship Management function, you will play a pivotal role in establishing the reports, infrastructure and dashboards to support Anthony Nolan's ambitious strategic goals. In doing this, you will lead on the implementation of a management information suite that provides high quality insights to help us become more data-driven in the ways we communicate and build relationships with new and existing supporters.

Background

We give people a distinctive way to contribute to our mission by joining our donor register. There is currently over 670,000 people on the register, aged between 16-60, and approximately 1 in 900 have a chance of being asked to donate stem cells or one marrow in the next five years.

There are many ways to support our work. In addition to joining the register, individuals can fundraise for us, make a financial donation, campaign or volunteer. We value all of these individuals as supporters and seek ways to grow the supporter base and deepen engagement.

The Supporter Relationship Management function is dedicated to harnessing data and insights about supporter behaviour, interests and motivations to improve the way we communicate with supporters. By developing joined-up

supporter journeys and through applying statistical techniques to inform the targeting of our communications we aim to keep everyone on the register committed to donating their stem cells and to increase the money we raise and the influence we have as an organisation.

As a new function, we are keen to continually evaluate and share the way that this insight-driven approach helps improve our supporter engagement.

Linking together data from multiple disparate sources, the SRM Reporting & Data Manager will lead on scoping and developing a suite of management information (eg. reports and dashboards) to evaluate the impact of all our online and offline activities. This information will be crucial for development of our supporter engagement initiatives.

The role will work collaboratively with data and insight specialists across the organisation to maximise the strategic application of all our supporter data and to ensure compliance with data protection regulation.

The SRM Reporting & Data Manager will also lead initiatives to comprehensively improve the data we hold across all of our supporter databases. By improving the quality of our contact data, broadening the types of information we collect and through establishing robust data management processes, you will produce reports and dashboards alongside delivering the best datasets for our online and offline supporter relationship management activities.

Key Responsibilities

These include but are not limited to:

Management Information

1. Produce, maintain and disseminate a suite of dashboards and reports to monitor the impact of Anthony Nolan's supporter engagement activities.

2. Work collaboratively with colleagues across the division to ensure their management information needs are satisfied.

3. Through developing good working relationships and a deep understanding of the work of our division, proactively suggest and develop new reports to deepen knowledge of the impact of our supporter engagement activities.

4. Identify new sources of data (especially from digital and social channels) to enrich the dashboards and reports that are produced.

5. Produce regular reports and management information that track the division's performance against the Engagement strategy and the Supporter Relationship Management strategy.

<u>SRM Technology</u>

6. In collaboration with IT, ensure that we have a technology stack that supports the data flows required to drive the SRM programme.

7. Support colleagues in ensuring the right data is made available for their communication and supporter engagement activities and that response data is fed back into the database(s) in a timely, accurate and complete fashion.

8. Work with data processing teams across Anthony Nolan to ensure that information is correctly captured on the database(s) to drive the SRM programme.

<u>Data Management & Integrity</u>

9. Establish processes to regularly update supporters' contact details so that we are able to easily reach our audiences through both traditional and newly emerging communication channels.

10. Develop strategies to improve the quality and accuracy of supporter data in collaboration with colleagues in Anthony Nolan's Data Community.

11. Identify opportunities to enrich our dataset with added supporter information such as motivations, interests, demographics and other profiling data in line with data protection regulations.

12. Establish protocols to ensure that source codes, mailing codes and other reference data are created, allocated and held on the database in a way that supports intuitive analysis and reporting.

13. Keep abreast of developments in legislation and best practise around data protection, privacy and consent.

Person Specification

Attributes	E= Essential D= Desirable
Extensive experience of producing reports and dashboards in Tableau or a similar reporting environment	E
Experience of working with Alteryx or a similar data analysis tool	E
Skilled at producing reports that use data from digital and social media channels	E
Significant experience of using SQL in order to query large datasets (>100k individuals) and manipulate data	E
Extensive experience of Supporter (or Customer) Relationship Management and its practical application	E
Good understanding of data visualisation techniques	D
Excellent working knowledge of data protection	E
Ability to build complex data queries and reports using data from multiple sources (including online data)	E
Excellent written and verbal Communication skills.	E
Ability to listen, learn and improve within the role, learn from mistakes and speak up when opportunities to improve are identified.	E
Is able to work on own initiative and/or part of a team.	E
Is open and honest and positively accepts constructive criticism.	E
Is flexible in terms of time management and can adapt to the needs of the business.	E
Is willing and able to embrace and uphold Anthony Nolan's values and apply them to every day activity.	E
Pro-actively participates in the scheduled appraisals meetings.	E
Respects the importance of good time keeping, punctuality and reliability and puts it into practice.	E
Takes responsibility and accountability of one's actions and makes informed decisions.	E
Ability to work within all Anthony Nolan policies and procedures including Data Protection, Health & Safety, and Dignity at Work.	E

Note: Our Terms and Conditions of Employment can be found on our Website.
http://www.anthonynolan.org/Jobs/Benefits.aspx