

**JOB DESCRIPTION**

**Marketing Data Officer**

**Responsible to:**

Senior Fundraising Data Officer

**Location:**

Working from home with occasional on-site working in our London office in Regent Street or our head office in Snetterton, Norfolk.

**Main Purpose of Job:**

To provide the Director of Fundraising and the wider team with timely analysis and reports of all campaign activity utilising the Charity’s business systems.Looking to continuously improve how data is made accessible to the fundraising team and to benchmark our data externally.

The Marketing Data Officer will also provide support to the Senior Fundraising Data Officer with regard to implementing developments to the charity’s supporter database and provide assistance to the broader supporter services team.

**Key Tasks & Responsibilities:**

* Support the Senior Fundraising Data Officer by setting up campaign codes and costs within the charity’s supporter database
* Assist the Senior Fundraising Data Officer with the implementation of the charity’s supporter database and future developments
* Assist the Senior Fundraising Data Officer and Senior Marketing & Promotions Officer with general project work as required
* Prepare regular marketing analysis reports for distribution to the Senior Marketing & Promotions Officer and all levels of the charity’s management team
* Provide detailed reports on the charity’s digital campaigns using Google Analytics, working with the Communications team as required
* Initiate and maintain quarterly Report Analysis Meetings providing more detailed evaluation to the fundraising marketing team
* Work with the marketing team to help monitor donor recruitment and retention levels
* To support the Senior Direct Marketing Officer in reporting on attrition rates, lifetime value of donors and ROI
* Collation and production of detailed project plans in support of all marketing appeals
* Provide assistance with strategic marketing activity and budget planning
* Provide assistance to the supporter services team by answering telephone calls, administering membership/sponsorship applications and processing income.
* Deliver targeted and cost effective data for communications and supporter journeys and evaluate their success accordingly
* Helping to embed data as a driver of decision making throughout the fundraising team

**Other duties and responsibilities:**

To undertake other job-related tasks as directed by the Senior Fundraising Data Officer, which may include representing the charity at fundraising and other events across the UK.

**Health and Safety:**

* To comply with the policies of World Horse Welfare to ensure that risks within the working environment are reduced as low as reasonably practicable
* To raise any health and safety concerns with your Line Manager or the Health & Safety Officer based at Head Office

**PERSON SPECIFICATION:**

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|  | Essential | Desirable |
| Qualifications |  | * CIM, IDM or equivalent * Degree standard |
| Experience | * Previous experience in a marketing or fundraising role * Working knowledge of the functionality of a fundraising CRM or similar * Experience of working as part of a busy team * Google Analytics * Customer services | * Experience of working on the implementation of fundraising appeals * SQL * MS Excel * Power Query and Power BI |
| Knowledge/Skills | * Proven analytical skills * Excellent written and oral communications skills * Excellent attention to detail * Working knowledge of Microsoft packages * Ability to prioritise workload and meet deadlines * Ability to work as part of a team and unsupervised * Excellent interpersonal skills * Proven technical skills – in statistics, analysis and data visualisation. Just as importantly, you will be a great communicator – able to clarify and contextualise data stories for all kinds of audiences |  |
| Personal Qualities | * Well organised * Conscientious * Ability to work under pressure * Trustworthy and dependable * Enthusiastic * Highly motivated * Flexible approach to workflow * Empathy with the charity’s aims and objectives |  |