



Role:	Database Manager and Analyst
Contract:	Permanent, Part Time – 4 days/30 hours per week, flexibility considered
Salary:	£37,000 - £40,000 pro rata
Location:	Homebased within the UK with a requirement to travel to occasional meetings, mostly held in London, 4-6 times a year.
Terms:	28 days annual leave (FTE pro rata for part time) plus a day off for your birthday and bank holidays Flexible working Remote working Pension Employee Assistance Programme
Reporting to:	Director of Brand and Digital
Team:	The Brand and Digital Team consists of: Staff: Director of Brand and Digital, Comms and Engagement Manager, Digital Marketing Manager and a CRM Database Manager Contractors: Podcast Manager and CRM Administration Support Volunteers also form part of the team assisting with podcast interviews, editing and digital comms.

About Overcoming MS

At Overcoming MS, we are here for everyone with MS who wants to take control of their health and wellbeing. We provide clear, practical actions for people to take and a supportive community to help people living with MS. The Overcoming MS Program uses substantial scientific evidence to show how lifestyle choices, alongside medication, benefit physical and mental health.

Knowing people with MS can reduce their risk of disease progression through lifestyle choices gives hope to us all. Our vision is a world in which living a full and healthy life with MS is possible for everyone.

Once people with MS know about the potential impact of a healthy lifestyle, they need to feel that the information is coming from a reliable source, in order to believe in it and adopt the key changes. The Overcoming MS Program is based on broad-based, high-quality scientific evidence, and lifestyle is an area that has growing interest and development.

It's an exciting time to join us at Overcoming MS.

Job description

This is an exciting opportunity to be at the heart of Overcoming MS operations. This role will help to continue to transform the way we use data to make decisions. As data is at the heart of our organisational strategy for our next phase, you will play a big role in making an impact through this role. You will ensure the correct systems, processes and training are in place for gathering, storing, processing, analysing and reporting on data – all to ensure we achieve our goals and have the greatest impact on our community.

Primarily the postholder will be responsible for:

- the effective and smooth management and upkeep of our CRM as well as the organisation's use of our CRM (MS Dynamics) ensuring data is accurate and able to be used efficiently by the organisation.
- regular analysis to drive decisions across the organisation.

The role involves understanding different systems and processes, and working with data challenges. You must be able to keep the end user in mind in your decisions, as community is at the heart of all we do.

Main Duties and Responsibilities

- **Data and database lead**
 - Lead on all data activity for the Charity, being responsible for the integrity of our data and regularly checking against agreed protocols
 - Identify developments needed to the CRM MS Dynamics database system to help the organisation achieve its goals
 - Ensure our database serves as a single customer view by connecting data through automations (supporting our external CRM provider).
 - Build supportive relationships with colleagues to ensure their data needs are fully understood and met, including ensuring the right data is available for email selections (Dot Digital)

- Provide training and support to staff so they are able to confidently use the database as relevant to their roles
- Creating and/or improving data-related policies and processes
- Assist in the diagnosis of data and database problems and research solutions
- Train and support the charity in the use of data and the CRM database.
- **Compliant use of data**
 - Ensure data processes are within relevant legislation, including GDPR and other data protection legislation.
- **Data integrity and quality**
 - Accurately maintain all data protocols and ensure that all data activity is promptly scheduled and actioned
 - Perform regular 'house-keeping' functions to ensure that standard data is maintained at a high level
 - Perform regular monitoring of our acquisition activity
 - Data entry to Overcoming MS database by processing individual entries and bulk uploads and imports from website and excel spreadsheets
- **Campaign management and data selection support**
 - Support fundraising team and community engagement teams with their data needs
 - Work with colleagues to understand their data needs, then schedule and project manage all data selections and segmentation
 - Work to ensure smooth data management from start to finish of campaigns
 - Provide administrative assistance when required, including reporting data summaries to colleagues, data selections for email, mail shots, survey distribution etc and responses collation.
- **Analysis and reporting**
 - Lead on the delivery on dashboards, KPI reports, analysis and insights to the organisation to drive organisational decisions and demonstrate our impact
 - Identify trends within our database to inform our activities to drive engagement of our community and the loyalty and retention of our supporters
 - Run regular reports to communicate our database reach and scope, including using Power BI for data visualisation.
 - Build and run regular activity reports, post-campaign report and in-depth analytical reports to provide data driven insight into supporter behaviour, using CRM, Excel and other relevant tools
- **Supplier management**
 - Work with 3rd party suppliers to help scope and deliver database changes and perform UAT.
- **Customer support processes**
 - Work with colleagues to ensure all supporter enquiries and interactions are dealt with promptly and efficiently – such as FAQs, responses etc.
- **Line management**
 - Management of the Digital and Database Administrator, ensuring they are able to perform their role effectively.

Person Specification

Experienced and skilled database manager, keen to make a positive difference through their work.

CRM and Analysis

- A passion for all things data related
- Strong, demonstrable experience with Microsoft Dynamics (ideally) or other comparable database system, including testing database development
- Strong analysis skills, confident with Power BI and advanced Excel, confident in delivering dashboards, reports and analysis to drive decision-making
- Strong understanding how data can be used to impact organisational planning and benefit a large community
- Able to deal with sensitive / confidential information
- Strong understanding of GDPR and other data protection frameworks
- Strives to improve and streamline processes
- Able to identify system development needs to optimise the use of data across the organisation
- Able to assess and problem solve conflicting data to find resolutions
- Able to generate routine reports from the CRM accurately
- Strong attention to detail, methodical and accurate
- Keeps an eye on the big picture of the charity goals and ensure all data development is aligned to this

General

- Able to drive change – enjoys seeing improvement delivered
- Experienced in managing supplier relationships
- Excellent time management skills with the ability to prioritise own workload, deal with conflicting demands and work under pressure to meet tight deadlines.
- Proficient with Microsoft Office and, in particular, strong skills in Excel including knowledge of formulas, pivot tables and graphs
- Ability to work well as part of a small team and be able to develop as part of that team
- Strong interpersonal skills
- Excellent written and oral communication skills
- Proactive approach, keen to self-teach new techniques and methodologies
- Comfortable working remotely and able to travel to London for meetings (approximately 4-6 times per year).

Please apply ASAP, as we will be screening candidates as applications are received and may close the role early if the right candidate is found.

Why work for Overcoming MS?

WE MAKE A DIFFERENCE TO PEOPLE WITH MS

- **We make a positive impact on the lives of people with MS.** Those following the Program have reported the significant difference that it makes to them, their families and friends.
- **People volunteer to offer time to support the charity** as it has had such a big impact on them.
- Our projects and campaigns result in **real-life change**.

OUR WELLBEING MATTERS

- We help people in our community to live well with MS. **We also want our staff to live well.** We offer wellbeing support, particularly in line with areas of the Program such as meditation, and an Employee Assistance Programme, extended holiday benefits and staff survey to identify staff needs.
- We are **inclusive for people with MS**.

OUR COMMUNITY IS ENGAGED

- **There are many people who are very engaged with the Overcoming MS Program.** So, you will spend time with and be inspired by people with MS and those following the Program. This also offers the opportunity to learn from experts in their field, building your own networks and knowledge.
- There are opportunities around the UK to meet with members of the community.
- We hear first-hand and in real time the experience and voice of the community, reassuring us that our work is making a difference.

WE BENEFIT FROM REMOTE WORKING

- Remote working **saves you money** on travelling to and from work daily, and we meet in person as a whole team each quarter (which is reimbursed) to make sure we build team culture.
- It also **saves you time** that could be lost in commuting, giving you more time for what matters to you outside of work.

WE BENEFIT FROM FLEXIBLE WORKING

- We are a **flexible organisation**. We allow you to **determine the work pattern that works for you**.
- **We offer part-time hours**.
- We also allow flex to that work pattern. When you agree it with your line manager in advance, **you can change your working patterns to work for you on different days**, subject to the needs of the organisation. For example, some team members use part of their lunch break to pick up their children after school and we help you flex around medical appointments.
- **We offer TOIL for outside normal working hours, as agreed by your line manager and the needs of the organisation**.

WE RECEIVE TAILORED TRAINING & DEVELOPMENT

- We provide **tailored training** to help you develop in your career, which can include external training by professionals.
- As a small organisation, there are often more opportunities to explore new activities, ideas and opportunities, giving you the chance to **develop in your role and learn new skills aligned to your interests**.
- Also, as a small organisation with a more agile approach to decision-making we have the scope to be creative and pilot new ideas being mindful of financial risk and reputation.

WE ARE PART OF A SUPPORTIVE, WELCOMING TEAM

- **As a small team, we are a supportive, close-knit community**.
- We celebrate milestones together.
- Everyone can meet with trustees and have their say in our strategy and planning.
- **Everyone has access to and can talk to the Chief Executive**.
- **You get your birthday off!**

How to apply

Application is by way of a CV in the first instance.

Apply online at <https://nfpconsulting.co.uk/executive/job/24060>

Closing date: ASAP – interviewing on a rolling basis, please apply early

For an informal and confidential discussion about the role, please contact our recruitment partner: **Vikki Park, Principal Consultant, NFP Consulting – vikki.park@nfpconsulting.co.uk**