



**GREAT
ORMOND
STREET
HOSPITAL
CHARITY**



**Head of Supporter Data and Relations
Great Ormond Street Hospital Charity**

AAW
GROUP

Role profile – Head of Supporter Data & Relations

Job Title	Head of Supporter Data & Relations	
Reports to (Job Title)	Director of Fundraising	
Directorate / Function	Fundraising	
Supervises	Senior Data Insight & Analysis Manager Senior Supporter Relations Manager Database Manager Supporter Journeys & Experience Manager	
Job Level	C	
DBS Required	YES	Salary: £63-68K

About us

Every day brings new challenges at Great Ormond Street Hospital (GOSH). Every day, over 600 seriously ill children from across the UK arrive for life-changing treatments. Every day, young lives hang in the balance as patients, families and staff battle the most complex illnesses. And every day, the brightest minds come together to achieve pioneering medical breakthroughs that change the lives of thousands of children – and change the world. This extraordinary hospital has always depended on charitable support to give seriously ill children the best chance to fulfil their potential.

Without donations, Great Ormond Street Hospital Charity can't help fund ground-breaking research, advanced equipment, child and family support services, and the rebuilding and refurbishment of wards and medical facilities. Our staff help to raise these vital funds for the hospital and our Trustees have just agreed an ambitious new fundraising strategy that will include one of the biggest capital appeals in our history.. A better future for seriously ill children starts with you.

Role purpose

To be the charity's strategic lead for the business critical functions of data management, insight and analysis, supporter care and supporter journey development. To support all fundraising teams, and wider charity teams as appropriate, with data, insight and supporter care - thereby enabling significant growth in voluntary net income, tailored supporter journeys and exceptional supporter experience.

Main duties and responsibilities

The main duties and responsibilities of the role holder are as outlined below:

1. To play a leading role in the Fundraising Leadership Team, and to work collaboratively with colleagues at all levels across the organisation, to maximise unrestricted funds as well as income for research and a major capital appeal.
2. To develop and lead a high performing and collaborative supporter data and operations team, enabling them to provide exceptional support to fundraising teams and other charity teams.
3. To develop and deliver plans to establish and lead a new centralised function responsible for all supporter data at the charity - and develop and deliver a new supporter data strategy.
4. To work collaboratively across the Directorate to ensure programmes are integrated and that opportunities to maximise lifetime value of supporters are leveraged to achieve wider fundraising impact goals.
5. To oversee the charity's approach to data management, driving automation and improving data quality.
6. To develop and embed the charity's approach to cross-fundraising supporter journeys, across multiple channels, products and audiences.
7. To establish an analysis and insight function to drive performance across the fundraising portfolio and to deliver the charity's rolling programme of data selections to agreed schedules/SLAs, working with the Head of Innovation to embed the use of insight and analysis to inform and drive business decisions.
8. To provide support with developing insight skills and delivering data selections across the organisation.
9. To oversee the delivery of excellent Supporter Care and establish a new centralised function that services supporters across the fundraising portfolio.
10. To provide expert cross-directorate collaboration for operational implementation of strategic initiatives, process development and management, reporting and planning in order to enable colleagues to respond rapidly to emerging opportunities in the marketplace.
11. To embed innovation, agile working, lean processes and use of supporter data within the team to drive performance and supporter experience.

Person specification

Role: Head of Supporter Data & Relations

The Person Specification states the minimum knowledge, skills and experience required to carry out the job and is used for both shortlisting candidates for interview and to identify the areas to explore as part of any assessment or selection for the role including interview.

E = Essential criteria; D = Desirable criteria

Key requirements

<p>Experience</p>	<ul style="list-style-type: none"> • Proven track record in leadership of a database function, with proven success of effective data management and delivering insight and analysis. • Significant experience of operationally supporting a broad and diverse fundraising portfolio. • Significant experience of working with a relationship database and data analytics tools to support and report on fundraising. • An experienced people leader, able to inspire, unite and motivate a diverse team. • Able to demonstrate direct experience of providing a centralised function to internal client teams. • Proven experience of managing a Supporter Care function and delivering excellent supporter experience. • Experience of developing and implementing supporter journeys. Successful internal and external relationship building. • Change management and leadership of teams in a dynamic environment. 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>E</p> <p>E</p> <p>E</p>
<p>Knowledge</p>	<ul style="list-style-type: none"> • An understanding of the methods involved in leading a high performing team and the ability to galvanise a team to achieve growth targets • Strong knowledge of a wide range of fundraising activities. • A strong understanding of trends and developments in the fundraising marketplace. • Strong working knowledge of fundraising regulation and standards. • Strong working knowledge of Data Protection law and GDPR. • Strong working knowledge of CRM systems and analytics tools. • Knowledge of the Salesforce platform. 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>E</p> <p>D</p>
<p>Skills</p>	<ul style="list-style-type: none"> • Excellent interpersonal, communication, negotiation and influencing skills, with ability to persuade, motivate and inspire. • Exceptional analytical and numerical skills. • Exceptional leadership and line management skills. 	<p>E</p> <p>E</p>

	<ul style="list-style-type: none"> • Skilled at internal and external networking to develop relationships at all levels. • Able to budget and forecast expenditure and interpret financial information, to generate the financial insight needed to effectively manage the supporter data and operations programme. • Strong decision making and problem-solving skills. 	<p>E E E E E</p>
Qualifications	<ul style="list-style-type: none"> • n/a 	

This document is not a set of terms and conditions of your contract or an exhaustive list of duties. It is a guide indicating core responsibilities and accountabilities attributed to the role. We expect all our employees to share and demonstrate behaviours and values in line with our aim of ensuring a welcoming, inclusive and productive organisation where respect, flexibility and collaboration are key.

All applicants for any post within Great Ormond Street Hospital Children’s Charity are required to declare any involvement, either directly or indirectly, with any firm, company or organisation that has a contract with the hospital or the charity. Failure to do so may result in an application being rejected, or, if it is discovered after appointment that such information is being withheld, then this may lead to dismissal. Great Ormond Street Hospital and the charity are regulated organisations and, as such, all employees must undertake a Disclosure and Barring Service (DBS) check and their name checked against the Violent and Sex Offender Register. The employee will have access to confidential information that may only be disclosed to parties entitled to receive it. Information obtained during the course of employment should not be used for any purpose other than that intended. Unauthorised disclosure of information is a disciplinary offence.

How to Apply

Please apply by submitting a copy of your Curriculum Vitae (CV) and a covering letter, not exceeding one page, highlighting your suitability for the position and why you are interested, by email to: talent@aawpartnership.com.

All applications will be treated in the strictest confidence.

Should you require an informal conversation prior to applying to this role, please email suzie@aawpartnership.com.

Closing date: 9am (BST), Thursday 3rd November

Please note we will be longlisting throughout the campaign. Please do apply early to register your interest.

PLEASE ALSO NOTE THE FOLLOWING INFORMATION:

Shortlisted candidates will be invited to attend first interviews with GOSH in the week commencing 15th November. Finalists will be invited to progress to second interviews the week commencing 22nd November.