



JOB DESCRIPTION

DATABASE AND INSIGHT MANAGER

SALARY: £40,000 per annum based on experience

FULL TIME / 37.5 - HOURS

TERM: PERMANENT

Location: Based at Boob HQ, London (hybrid working - 2 days in the office)

About the Role

CoppaFeel! is looking for a detail-oriented Database and Insight Manager who has experience working with Beacon CRM or other relational databases. This newly created role will support our digital transformation as we move onto a new CRM system and will have ongoing responsibility for our database and supporting information flows for teams to improve insight management.

This role is ideal for someone who is methodical, enjoys working with data and has experience maintaining a database. Our Database and Insight Manager will work across all departments and create insight reports for all our teams, including fundraising and marketing to inform public fundraising appeals and marketing communications.

About CoppaFeel!

CoppaFeel! is the first breast cancer charity in the UK to create awareness amongst young people that checking their chest regularly could save their life. Our mission is to ensure all breast cancers are diagnosed early and correctly and we are about more than discovering a cancer diagnosis, we are about empowering ourselves to be proactive about our own health and body, as well as our outlook on life. It is about knowing your boobs and pecs and being confident that if you do find something, you know what to do.

POSITION IN ORGANISATION

- Sits within the Operations Team
- Reports to Director of Business Support
- Works closely with the Fundraising, Education and Marketing teams

DUTIES AND RESPONSIBILITIES

- Lead the development and delivery of a new CRM strategy at CoppaFeel! to ensure we continue to develop a culture where we use data to make informed decisions.
- Support the project management of the onboarding process of our new CRM provider Beacon, working collaboratively with project leads and delivery agencies.
- Collaborate with all directorates to manage data, maintain stakeholder records and communication preferences.
- Support data cleansing on our current database eTapestry, assessing existing data for migration to the new system later this year.
- Lead the ongoing training and support to colleagues on Beacon CRM database.
- Ensure our database and other data solutions comply with data standards and maximum value can be obtained from the data captured.
- Create dashboards and visualisations, providing insights to enhance how CoppaFeel! measures impact and tracks performance.
- Create and manage bespoke reports to provide insights for teams.
- Improve the data flows from third party software to our CRM system, supporting colleagues with its functionality.

- Translate data into easy to understand information and reports.
- Identify improvements to data processes (Eg collecting / collating data/ automations etc) and project manage their implementation.
- Work collaboratively across CoppaFeel! to collect user requirements for new and existing data products.
- Responsible for data imports and data flows.
- Maintain and manage consent on the CRM ensuring GDPR compliance.

SKILLS, KNOWLEDGE & PERSONAL ATTRIBUTES

- Demonstrate experience of one or more enterprise level CRM management.
- Quick to learn new systems and proficient with technology.
- Experience of creating processes and delivering information using data insight to improve an organisation.
- Experience using data to improve fundraising and/or customer communication and management.
- Demonstrate knowledge reporting capability and internal communications of data and insight, to continually measure performance.
- Experience of project management in a digital environment.
- Ability to communicate and collaborate effectively across the organisation
- Analytical mindset with excellent attention to detail, thorough and accurate
- Problem solver with a can do attitude
- Good understanding of GDPR
- Strong numeracy

HOW TO APPLY

Please complete the application form on our website and submit your CV with a covering letter explaining how you meet the Job Description and why you would make a great candidate for this role.

Applications will close at 5pm on 19th June 2024 with first round interviews

taking place week commencing 24th June 2024 and second round interviews week commencing 8th July 2024.

Please note that shortlisting and interviews may take place on a rolling basis and we encourage early application.

Let us know if you have any accessibility requirements or need any adjustments for the interview. If you have any questions about the role, please feel free to contact

MAIN BENEFITS, TERMS AND CONDITIONS

Annual Leave: 22 days pro rata (plus public holidays). Additional Leave: 1 day of leave on our Founder's Cancerversary, birthday leave, plus office closure over Christmas.

Notice Period: 2 months

Benefits: We work on a flexible basis, offering a non-contractual 9 day fortnight allowing our team members to take a Friday off every other week. We call this our 'flex friday' and although depending on our work schedules there are times when we do need to work on this day, we do our best to allow everyone this additional time off.

Wellbeing Fund: Monthly fitness bursary of up to £40 per month for gym membership or other classes, Employee Assistance Scheme: Advice and support offered by an external body.

Access to our mental health support programme - 'Self Space' training and 1:1 therapy. A hybrid of office and flexible working Daily Flexi time: starting anytime between 8am and 10am. Working from home up to 3 days per week.

Treats Cupboard: full of biscuits, fruit, pop chips, fancy tea bags, coffee, and snacks. Freebies: Every now and again our partners and donors feel we need a boost and kindly donate some of their products. Training: We have a budget each year for employees training and development plans. Expenses: Travel for events and food during events will be reimbursed.

EQUALITY, DIVERSITY AND INCLUSIVITY STATEMENT

At CoppaFeel! we support a diverse range of communities and we understand that effective recruitment is central and crucial to meeting the needs of our beneficiaries. We particularly welcome applications from people identifying

with a minority ethnic background, LGBTQ+ candidates, candidates with disabilities, and from men, because we would like to increase the representation of these groups within the charity. We promote equality, diversity and inclusion in our workplace and make recruitment decisions by matching the charity's needs with the skills and experience of candidates, irrespective of age, disability (including hidden disabilities), gender, gender identity or gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, or sexual orientation. We recognise the value in encouraging a diverse range of perspectives, skills, experience and knowledge at the charity.