

## Role Profile for

<b>Role Title (Internal HR use only):</b> Supporter Data Specialist		<b>Operational / External Title:</b> Data Specialist		<b>Date:</b> October 2024	
<b>Department and Team:</b> IT & Data		<b>Band:</b> C		<b>Reports to:</b> Data Manager	
<b>Direct Reports:</b> 0		<b>Indirect Reports:</b> 0		<b>Dotted line reports:</b> 0	
<b>Budget Holder (yes /no):</b> no					
<b>Safeguarding Check required</b>	<b>Yes / No</b>	<b>If Y, what type:</b>	<b>Role requires travel to country programmes</b>	<b>Yes / No</b>	
<b>Purpose of the Role:</b>					
<p><b>Purpose of the Role:</b> To use technical and analytical skills to help to run data management and selection processes smoothly, improve the quality and integrity of ActionAid's supporter data, working with others to proactively identify and investigate data issues, developing sound technical solutions to tackle issues. Support the organisation's CRM as a CRM Administrator.</p>					
<b>Areas of Activity</b>	<b>Key Accountabilities and Deliverables</b>				
<b>Data Quality</b>	<ul style="list-style-type: none"> <li>To work proactively with colleagues to identify data issues and assist with implementing improvements to enhance data integrity.</li> <li>Develop, maintain, and execute reports to support regular data audits, proposing enhancements to ensure continuous improvement.</li> <li>Regularly execute queries using Dynamics 365 CRM and Postgres to monitor data quality and ensure the accuracy of processes.</li> <li>Continuously evaluate and optimize database processes, challenging any inefficiencies that impact data quality.</li> <li>To act as the key point of contact for external suppliers on data quality issues, providing additional data and expertise about ActionAid's data.</li> <li>To provide training and guidance to various stakeholders so correct data processes are followed.</li> <li>Manage the import and update of external data to enrich and improve supporter records.</li> <li>Support the CRM Product Owner, Supporter Data Manager, and Super Users by training new staff on Dynamics 365 and promoting its effective use across internal teams.</li> </ul>				
<b>Data Management, Data Selection and Reporting:</b>	<ul style="list-style-type: none"> <li>Assist the Data Manager in maintaining database processes and coding structures essential for daily operations.</li> <li>Provide ongoing support for Dynamics 365 CRM, administering changes based on user requirements, and escalating issues to 2nd and 3rd line support as necessary.</li> <li>Offer guidance to database users on structuring their data to ensure accurate reporting on fundraising activities.</li> <li>Regularly review CRM configurations to ensure the integrity of supporter data and improve system performance.</li> <li>Propose and implement system-wide updates to enhance data management practices.</li> <li>Support the import and export of data for communications, ensuring smooth and efficient data flow.</li> <li>To maintain communications data via all channels (phone, web, emails, mailings) to ensure that the database accurately reflects the supporter journey.</li> <li>Ensure compliance with relevant supporter legislation, including guidance from the Fundraising Regulator, Information Commissioner's Office (ICO), GDPR, and other applicable regulations and codes of practice.</li> <li>To help to document processes and user guides.</li> </ul>				

## Role Profile for

<b>Team Working</b>	<ul style="list-style-type: none"><li>• Collaborate with fundraisers to continuously develop a deep understanding of organisational processes, identifying opportunities for improvement and support.</li><li>• Provide assistance to Supporter Administration and relevant fundraising colleagues in maintaining accurate data imports and related processes.</li><li>• Serve as a backup for the Supporter Selections Specialist during peak periods or in cases of staff absence.</li><li>• Offer additional coverage and support across the Data &amp; Analysis team as needed.</li><li>• Participate in the emergency rota to handle urgent, out-of-hours data requirements in exceptional situations.</li><li>• Demonstrate commitment to ActionAid UK's mission, vision, values, and strategic goals, ensuring alignment with personal objectives.</li><li>• Understand and adhere to ActionAid UK's policies and best practices, ensuring compliance at all times.</li></ul>
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### Key Relationships (external to the team):

INTERNAL: Funding Department, Digital & Communications Teams, Finance, Data Warehouse Team, Reporting & Analysis Team  
EXTERNAL: Data suppliers, mailing, fundraising, cleansing and other agencies, Outsourced IT Partner DB

## Role Profile for

### EXPERIENCE, KNOWLEDGE & EXPERTISE

#### Essential:

- Proven experience in running queries to extract and manipulate data from large, complex databases.
- Strong understanding of relational database theory, including the structure and methods for maintaining data integrity.
- Demonstrated ability to produce accurate and insightful reports using data from various sources.
- Advanced proficiency in handling large datasets within Excel, including the use of complex formulas and functions.
- Detail-oriented with the ability to identify and systematically address data discrepancies and quality issues.
- Proven capacity to quickly learn and adopt new technical tools and skills.
- Exceptional attention to detail, with a commitment to delivering high-quality and precise data outputs.
- Strong verbal and written communication skills, with the ability to convey technical information clearly to both technical and non-technical stakeholders.
- Excellent time management and organizational abilities, with experience handling multiple data tasks, meeting reporting deadlines, and driving process improvements.
- Strong problem-solving abilities, particularly in identifying and resolving data-related issues.
- Expertise in ensuring data integrity throughout various processes and systems.
- Strong knowledge of **SQL** and experience working with database technologies like PostgreSQL.
- Experience with **Python** for automating routine data processes and data manipulation.
- Knowledgeable in data integration processes, including importing, exporting, and transforming data between systems, and working with data integration tools.
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#### Desirable:

- Experience working in the charity or non-profit sector.
- Familiarity with Dynamics 365 or similar CRM systems, including its data structures and reporting functionalities.
- Understanding of GDPR, fundraising regulations, or other data protection legislation relevant to supporter management.
- Prior experience in a data audit role or involvement in data quality assurance initiatives.
- Familiarity with APIs and data integration methods to facilitate system connections and data flows.
- Experience with Azure cloud-based data platforms and services for managing large datasets.
- Knowledge and experience of FastStats

## Role Profile for

**Any Other Relevant Information – please add in any information regarding the complexity of work undertaken / complexity of relationships; level to which they drive change in their role / team / department, whether within their core duties they undertake activities that potentially could be ‘risky’**

[Click here for ‘My Feminist Behaviours’](#)

This role profile sets out the current duties of the post that may vary from time to time without changing the character of the job or the level of responsibility entailed. However, all role profiles are regularly reviewed and updated accordingly in line with organisational needs.