

Operational / External Title: Data Specialist	
Role Title:	Data Specialist
Date of JD Review:	Oct 2025
Department:	People Transformation & Culture
Team:	Data
Tenure:	Full time & Permanent
Band & Range:	Band C
Location:	London& Hybrid
Reports to:	CRM and Data Manager
DBS check required:	No [DBS Roles]
Role requires travel:	Yes/No
Budget Holder	Yes /No
Direct Reports:	Yes/No
Indirect Reports:	Yes/No
Dotted line reports:	Yes/No
Does This role require Travel:	Yes/No
Internal Key Contacts: Data Protection, Funding, Digital & Communications teams External Key Contacts: Data suppliers, agencies & Outsourced IT Partner	

Purpose Of the Role:

To use technical and analytical skills to maintain CRM Dynamic 365, improve the quality, integrity of ActionAid's data and support smooth data selection, data management and reporting processes operation. Working with others to proactively identify and investigate data issues, developing sound technical solutions to tackle issues, and developing and maintaining stakeholder's data enquires and processes.

Main Accountabilities:

Data Quality

- Proactively collaborate with colleagues to identify and resolve data issues, implementing improvements to enhance data integrity.
- Regularly execute queries in Dynamics 365 CRM using XML and PostgreSQL using SQL to monitor data quality and ensure the accuracy of processes.
- Identify discrepancies in reporting and take corrective action to address inaccuracies in data.
- Continuously evaluate and optimize database processes, challenging any inefficiencies that impact data quality.
- Develop, maintain, and execute reports to support regular data audits, proposing enhancements to ensure continuous improvement.
- Serve as the primary contact for external data agencies, providing expertise and insights to resolve data quality issues and ensure alignment with ActionAid's data standards.
- Manage the import and update of external data to enrich and improve supporter records.
- Support the CRM Super Users by training new staff on Dynamics 365 and promoting its effective use across internal teams.

Data Management & Data Selection and CRM Administration

- Assist the CRM and Data Manager in maintaining and developing CRM Dynamic 365 and in dealing with CRM issues
- Assist CRM and Data Manager in data management, data selection processes and coding structures essential for daily operations, regular audits and regular data selections.
- Provide ongoing support for Dynamics 365 CRM, administering changes based on user requirements, and escalating issues to 2nd and 3rd line support as necessary.
- Offer guidance to database users on structuring their data to ensure accurate data for data selection, data management and reporting.

- Regularly review CRM configurations to ensure the integrity of ActionAid data and improve system performance.
- Propose and implement system-wide updates to enhance data management practices.
- Support the import and export of data for required data management, data selection processes and communications, ensuring smooth and efficient data flow.
- Maintain communication data across all channels (phone, web, emails, mailings) to accurately reflect the supporter journey within the database.
- 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.
- Commit to a "digital-first" approach in fundraising planning, campaign execution, and day-to-day operations.

Team Working

- Collaborate with fundraisers to continuously develop a deep understanding of organizational processes, identifying opportunities for improvement and support.
- Provide assistance to Administration, Payment team and relevant fundraising colleagues in maintaining accurate data imports and related processes.
- Serve as a backup for the Selections Comms Specialist during peak periods or in cases of staff absence.
- Offer additional coverage and support across the Data & Analysis team as needed.
- Demonstrate commitment to ActionAid UK's mission, vision, values, and strategic goals, ensuring alignment with personal objectives.
- Actively represent the Data team and contribute as a key member of IT team.
- Understand and adhere to ActionAid UK's policies and best practices, ensuring compliance at all times.
- Engage with the performance management system, taking ownership of personal development and seeking appropriate opportunities for growth.

EXPERIENCE, KNOWLEDGE & EXPERTISE

Essential Criteria:

- Commitment to AA's vision, [mission](#) and values, including a commitment to [feminist principles](#), safeguarding, and working in an organisation committed to working for the rights of women and girls.
- Commitment to AA's values of Equality, Diversity & Inclusion and upholding the values of becoming an anti-racist decolonised INGO.
- ActionAid UK is committed to preventing any form of sexual harassment, exploitation, and abuse (including child abuse and adult at-risk abuse) and responding robustly when these harms take place. We expect all ActionAid UK Staff and ActionAid UK Associated Personnel to share this commitment.
- Commitment to continually improving your digital skills and knowledge within the working environment.
- Commitment to AAUK's Data Protection & Processing Policy and ability to comply with Data protection legislation and best practice in data management and processing.
- Experience of living and working in the "Global South", especially regions where we are funding programmes & projects
- Experience of working for an INGO
- 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.
- Knowledge of Dynamics 365, including its data structures, power apps, power automate and flows.
- 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.

Desirable Criteria:

- Experience of living and working in the “Global South”, especially regions where we are funding programmes & projects
- Experience of working for an INGO
- Experience working in the charity or non-profit sector
- 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.

It is expected that everyone at ActionAid UK will work to support and strengthen our desired culture of being bold, connected, diverse, optimistic, open and respectful through the way they approach and deliver their work by:

- Being accountable and responsible – your individual way of working
- Being innovative and collaborative – how you get things done
- Being empowering and trusting – how you build and sustain relationships.