

## JOB DESCRIPTION AND PERSON SPECIFICATION

<b>Job title</b>	<b>Head of Data and Insights</b>
<b>Salary</b>	£45,900 per annum
<b>Department</b>	Senior Leadership team
<b>Reports to</b>	Director of Finance and Operations
<b>Responsible for</b>	Website & CRM Officer Digital & Data Administrator
<b>Role objectives</b>	<ul style="list-style-type: none"> <li>• To lead the strategic direction of data development and progression for the charity, including the development of a cross-system strategic data and digital workplan.</li> <li>• Nominated Data Protection Officer including full statutory DPO responsibility under UK GDPR, ensuring appropriate and compliant governance of data as well as robust systems and processes which staff understand and adhere to.</li> <li>• To lead and drive the development of data analysis, ensuring nasen has robust information on which to develop organisational priorities and activities and showcase our story so far including creation of datasets and charts for external reporting.</li> <li>• Lead on development and transformation projects to improve nasen's use of existing data assets and digital platforms and coordination of supplier-led system development</li> <li>• To be the key liaison across internal teams and provide regular analysis and reporting, including Key Performance Indicators (KPI), governance and reporting across platforms.</li> <li>• Lead and be accountable for procurement and supplier contract management of commissioned data solutions, data tools, and software for the organisation.</li> </ul>
<b>Responsibilities</b>	<p><b>Core</b></p> <ul style="list-style-type: none"> <li>• To safeguard the integrity of nasen's membership database, ensuring systems and training are in place to ensure organisational and individual adherence to GDPR in relation to the use of member's personal data and their rights under the legislation, including governance and data quality management across systems</li> <li>• Act as the data bridge across all teams, supplying system information and support when required to all teams, including system coordination across teams</li> <li>• Take ownership of organisation wide data reporting, providing accurate and insightful analysis as well as embedding a culture where others in leadership positions are able to do so, including government contract KPI reporting and executive dashboards</li> </ul>

	<ul style="list-style-type: none"> <li>• Develop and maintain the nasen Customer Relationship Management system through a clear framework, in partnership with our third-party provider driving for automation of processing to ensure efficiency and accuracy including external strategic partner.</li> <li>• Oversight of the nasen Learning Management System through effective cross organisation collaboration with nasen specialist teams in Finance, Education and external suppliers</li> <li>• Contract management of supplier contracts and attendance at meetings with key stakeholders on behalf of nasen, as required, for all digital platforms.</li> <li>• To work in conjunction with Head of Sales and Marketing in development of nasen’s online presence through website management and integration of tools to ensure effective communications about our work, product and services.</li> <li>• To manage the exploration, collection and internal dissemination of external data sets, with regular horizon scanning of sector relevant data</li> <li>• Create a system which allows for the identification of significant quantitative changes across the business, noticing key trends and patterns</li> </ul> <p><b>Other</b></p> <ul style="list-style-type: none"> <li>• To support organisational business development including responses for bids and tenders, as required. To drive and deepen member engagement across the breadth of resources and opportunities</li> <li>• To undertake relevant training and development, as required.</li> <li>• To undertake other duties and responsibilities as required, appropriate to the grade of the post</li> </ul>
<b>Key digital platforms</b>	<p>Customer Relationship Management System (CRM) – Salesforce</p> <p>Content Management System (CMS) – Drupal</p> <p>Learning Management System (LMS) – Absorb</p> <p>Web and analytics platform – Google Analytics 4</p> <p>Website behaviour analytics - Hotjar</p>
<b>Privacy notice</b>	<a href="https://nasen.org.uk/privacy-and-legal.html">https://nasen.org.uk/privacy-and-legal.html</a>

<b>Person specification</b>	
<b>Education and qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to degree-level standard or equivalent experience, with GCSE passes in English Language and Mathematics or equivalent.</li> <li>• Professional qualifications relevant to data management.</li> <li>• Other relevant qualifications will be considered.</li> </ul>
<b>Knowledge and experience</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Knowledge of Data Protection legislation in the UK, organisational and individual compliance</li> </ul>

	<ul style="list-style-type: none"> <li>• Knowledge of cyber security and the necessary processes to protect an organisation</li> <li>• Experience of managing and analysing data ensuring accuracy and integrity</li> <li>• Experience of data reporting, preferably for contract KPI's</li> <li>• Experience of maintaining a CRM system, preferably Salesforce</li> <li>• Experience of line management</li> <li>• Experience of working in a leadership role or presenting/reporting to senior leadership or non-executive Board members</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Experience of managing datasets in a membership organisation</li> <li>• Experience of maintaining a Learning Management System</li> <li>• Experience of contract management of external suppliers for website and IT support</li> <li>• Experience of working with digital systems listed above (or equivalent systems)</li> <li>• Experience of working in charitable sector</li> <li>• Experience of working within the field of SEND or an education environment</li> </ul>
<p><b>Specific skills and behaviours</b></p>	<ul style="list-style-type: none"> <li>• Excellent attention to detail</li> <li>• Demonstrable ability to quickly establish personal credibility, and to develop and maintain effective working relationships with groups and individuals with differing perspectives and agendas using strong negotiation and closing skills.</li> <li>• Ability to work collaboratively and in partnership with individuals, groups, organisations and stakeholders internally and externally</li> <li>• Proven ability to manage multiple simultaneous projects.</li> <li>• Excellent prioritisation and personal time management skills including the ability to deliver work to agreed timescales and standards</li> <li>• Excellent interpersonal, communication and presentation skills.</li> <li>• Excellent IT skills, with good knowledge of CRM systems and Microsoft packages</li> <li>• A commitment to equality and diversity.</li> </ul>
<p><b>Hybrid Working</b></p>	<p>At nasen we are committed to hybrid working. We recognise the benefits of a flexible employment model, that supports a blend of working within our offices, at home or in an agreed alternative space.</p> <p>All employees will be required to have access to a non-public internet connection to be able to fulfil their role. Our Hybrid Working Policy provides details of our working arrangements and is available to view upon request.</p>