

## Friends of the Earth – Job Description

<b>Job title</b>	Insight Manager
<b>Reporting to</b>	Director of Income Generation
<b>Team</b>	Organisational Insight
<b>Career stage</b>	Band C
<b>Contract type</b>	Permanent
<b>Line management</b>	3 x Insight Analysts
<b>Purpose of the role</b>	
To lead the delivery of Friends of the Earth’s organisational insight, enabling campaigning, income generation, and marketing activity to achieve maximum impact.	
<b>Key responsibilities and tasks</b>	
<ul style="list-style-type: none"> <li>• Provide leadership of insight across Friends of the Earth, developing and delivering a strategic approach that shapes and informs engagement activity.</li> <li>• Contribute to audience reach and income growth by planning and delivering priority analysis and actionable insight.</li> <li>• Lead on evolving and deepening organisational understanding of our supporters to enhance the effectiveness of our activity.</li> <li>• Work with income generation and marketing colleagues to develop testing strategies and increase the use of analytics to effectively target communications</li> <li>• Manage the team to ensure that regular selection, reporting, and analysis requirements are carried out in a timely and efficient manner to meet business and legal requirements.</li> <li>• Collaborate closely with our Data Engineering and Supporter Relations teams to continuously improve the quality and value of our data.</li> <li>• Lead the Organisational Insight team and the development and delivery of its workplan, supporting the team to deliver against objectives and providing guidance where needed.</li> <li>• Contribute to Directorate and cross-organisational business planning, strategy development and reviews.</li> <li>• Develop organisation-wide insight capability and promote a culture of evidence-based decision-making.</li> <li>• Keep up to date with current practice in the field of work and actively seek personal development opportunities.</li> <li>• Manage team resourcing, recruitment, and budget.</li> </ul> <p><b>Be aware of and follow Friend of the Earth policies and procedures, with particular attention to Risk Management, Equality, Diversity &amp; Inclusion, and our values. You will be required to attend training as necessary and update own CPD record.</b></p>	
<b>Person specification</b>	
<b>Essential</b>	
<ul style="list-style-type: none"> <li>• A track record of success in using supporter/customer data to support offline and digital marketing segmentation and campaigns in a supporter/customer focused organisation.</li> <li>• Demonstrates passion for and deep knowledge of advanced data analytics as an experienced practitioner.</li> </ul>	

- Able to effectively lead an analytical team via proactive planning and prioritisation, with a focus on outcomes
- Excellent written and verbal communication with ability to interpret complex data into actionable insights presented in an accessible format.
- Excellent stakeholder management skills, ability to build strong working relationships and to influence and negotiate across the organisation and externally in a hybrid setting.
- The ability to manage data extraction and reporting using SQL and Power BI
- Experience of implementing new analytics capability, data modelling and developing supporting processes.

**Desirable**

- Experience of implementing new direct marketing and/or CRM capability and developing supporting marketing processes.
- Experience of managing senior stakeholder relationships.
- Experience of leading a team in a hybrid setting, including managing analysts and working closely with information systems teams.
  - Experience of working and/or ability to work in a quick response environment to reprioritise activity and meet emerging organisational needs in a timely manner.
- Knowledge and understanding of data protection legislation and best practice.
- Experience of managing and developing marketing selections and processes.
- Experience of advanced statistics and related technology, including R, Python and Machine Learning.
- Experience of audience insight, including polling and attitude tracking.
- Experience in Data Warehousing, DAX, SSIS, data modelling and Microsoft Dynamics.

Date approved	
Date reviewed	

This job description is current as at the date shown above. In consultation with the post-holder it is liable to variation by the Director to reflect or anticipate changes, in, or to, the post and the organisation.

The job description gives an overview of the main responsibilities of the role. The day to day role will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.