

# 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</b>	FTC Maternity Cover
<b>Location</b>	Flexible
<b>Line management</b>	3 x Insight Analysts

## Purpose of the role

To lead the delivery of Friends of the Earth’s organisational insight, enabling campaigning, income generation, and marketing activity to achieve maximum impact.

## Key responsibilities and tasks

- Provide leadership of insight across Friends of the Earth, developing and delivering a strategic approach that shapes and informs engagement activity.
- Contribute to audience reach and income growth by planning and delivering priority analysis and actionable insight.
- Lead on evolving and deepening organisational understanding of our supporters to enhance the effectiveness of our activity.
- Work with income generation and marketing colleagues to develop testing strategies and increase the use of analytics to effectively target communications
- 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.
- Collaborate closely with our Data Engineering and Supporter Relations teams to continuously improve the quality and value of our data.
- 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.
- Contribute to Directorate and cross-organisational business planning, strategy development and reviews.
- Develop organisation-wide insight capability and promote a culture of evidence-based decision-making.
- Keep up to date with current practice in the field of work and actively seek personal development opportunities.
- Manage team resourcing, recruitment, and budget.

**You will also need to be aware of and follow Friends of the Earth policies and procedures, with particular attention to safeguarding, equality, diversity & inclusion, and our values.**

## Person specification

### Essential:

- 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.
- Demonstrates passion for and deep knowledge of advanced data analytics as an experienced practitioner.
- 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.

## Our Values

Ability to demonstrate understanding and apply our values.

**Integrity** – We demonstrate integrity throughout everything we do, internally and externally.

**Impact** – We make the biggest impact we can through good analysis and judgement, insight, feedback and focus.

**Leadership** – We motivate others through our individual and collective actions, our compelling vision, and our clarity on what work needs to be done.

**Focus on Friends** – To build our influence we put new and existing ‘friends; at the heart of our work.

**Accountability** – We hold ourselves and others to account for our work and how we work.

**Learning and Enquiring Mindset** – We learn continuously, challenging our own assumptions and habits while expanding our horizons to enable us to improve the impact of our work.

**Date approved** 2023

**Date reviewed** August 2024

Friends of the Earth staff are not permitted to hold office for political parties or stand as candidates for political parties. Staff should also seek permission from the Senior Management Team if they wish to hold a non-public facing official role in a political party. If this is an issue, please do raise this with us as soon as possible.

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.