

Job Title: Senior CRM & Data Insights Executive

Reporting To: Individual Giving Lead (with a dotted line to Head of Fundraising and Engagement)

Job Summary:

The Senior CRM & Data Insights Executive is a detail-driven and collaborative data professional who will take ownership of our CRM and data operations. The role is essential in ensuring our supporter data is accurate, accessible, and strategically used to drive fundraising and engagement. The postholder will be both a hands-on technical lead and a cross-team collaborator, improving systems, processes and insights that support fundraising growth.

Main Duties of the Post:

The duties and responsibilities of the post will be undertaken in accordance with the policies, procedures and practices of MAAC which may be amended from time to time.

KEY RESPONSIBILITIES

CRM & Data Operations

- Act as the primary custodian of the CRM system, ensuring its strategic development, day-to-day performance, and alignment with organisational needs.
- Maintain accurate and high-quality CRM data to support campaign delivery, donor journeys, compliance, and reporting needs.
- Oversee supporter data management including imports/exports, segmentation, deduplication, GDPR and Gift Aid updates.
- Ensure all processes around coding, selections and income tracking are efficient, documented, and regularly reviewed.
- Lead on CRM optimisation and development projects, including improving workflows, systems integration, and collaboration with suppliers and digital partners.

Process Development & Documentation

- Develop, maintain and continuously improve standard operating procedures (SOPs) for all data and CRM-related processes.
- Drive consistency in data practices across the organisation.
- Ensure all data processes and workflows are robust, compliant, and fit for purpose.
- Manage user roles, permissions, and CRM licences.

Supporter Journey & Campaign Delivery

- Collaborate with fundraising and engagement colleagues to implement planned supporter journeys within the CRM.

- Manage the CRM build and execution of campaign touchpoints, ensuring timely and accurate data selections.
- Support the analysis of campaign performance and apply learnings to improve future activity.

Reporting & Insight

- Develop and maintain dashboards and reports that provide insight into fundraising performance, supporter engagement, and data quality.
- Provide data interpretation and insight to inform decisions across fundraising, communications and supporter care.

Collaboration & Capacity Building

- Be the go to CRM/data contact for internal teams and external agencies, suppliers and consultants.
- Provide guidance, documentation and training for staff using the CRM.
- Promote best practice in data management and support a culture of continuous improvement.

Other Requirements

- Stay up to date with data protection and fundraising regulations and sector best practices.
- Comply with professional codes of conduct, relevant legislation, and regulatory requirements (e.g., the Institute of Fundraising codes of practice, Charity Commission, Fundraising Regulator, GDPR, and Health & Safety).
- Maintain and improve competencies through continuous professional development.
- Be flexible and carry out other associated duties that may arise, develop, or be assigned in line with the broad remit of the post.
- Adapt to emerging organisational needs and undertake other duties as required.

The Charity is committed to safeguarding and promoting the welfare of all stakeholders. All post holders are subject to a satisfactory Disclosure and Barring Service check (DBS) and satisfactory employment references, as well as identification, prohibition, qualification and barred list checks, which will be required before commencing duties.

ADDITIONAL INFORMATION

This job description should be regarded as a guideline of the duties required and is not definitive. This job description is not intended to be an exhaustive list of activities, but rather an outline of the main areas of responsibility. The nature of the post and the organisation is such that duties may be reviewed in the light of changing circumstances following consultation with the post holder. The post holder will be required to adopt and undertake different or new duties as may be required in line with professional and service development.

CHARITY POLICIES & PROCEDURES

All employees must adhere to and perpetuate all Charity policies and procedures including those relating to Fraud management, Whistleblowing, Information governance, Code of Conduct, Health and Safety, Confidentiality, No Smoking at Work and Equal Opportunities in Employment; including responsibilities under the Disability Discrimination Act. Failure to do so may result in disciplinary action.

HEALTH & SAFETY AT WORK ACT

The post holder is required to take responsible care for the health and safety of him/her and other persons who may be affected by his/her acts or omissions at work. The post holder is also required to co-operate with the charity to ensure that statutory and charity safety regulations are adhered to.

MANAGING RISK: MAINTAINING SKILLS & LEARNING FROM PROBLEMS

Reducing risk is everyone's responsibility. All staff in the charity must attend training identified by the Chief Executive (or by the Business Manager). The charity uses risk assessments to predict and control risk and the incident reporting system to learn from mistakes and near misses and so improve the service provided. All employees are expected to ensure they are familiar with and adopt the Infection Prevention and Control policy/procedures and all safe-working practices required in their work activity" and specifically with reference to hand hygiene and aseptic techniques.

CONFIDENTIALITY

All employees must observe and comply with the requirements of the Data Protection Act 2018, and associated legislation, and with the Common Law Duty of Confidentiality. The unauthorised use or disclosure of donor, staff or other personal information is a disciplinary offence and also could result in a prosecution for an offence or action for civil damages under the Data Protection Act 2018, or associated legislation.

FREEDOM OF INFORMATION

The post holder must be aware that any information held by the Charity in theory could be requested by the public, including emails and minutes of meetings. It is therefore essential that records are accurately recorded and maintained in accordance with the Charity's policies.'

CONTINUING PROFESSIONAL DEVELOPMENT

There is a requirement to participate in the Charity's Personal Development and Review process. Personnel are required to attend training as required by the Charity to help them perform their role safely and competently and to ensure the safety of others. This includes induction and refresher training at charity set intervals, as defined in the Workforce management policy.

REGISTRATION

If applicable, you are required to be fully registered with the appropriate association for your post and for you as post-holder. Failure to produce confirmation of current registration with the appropriate body will mean that you will not be permitted to commence (or continue with) your duties, nor will you be paid for those duties for the period of delay, until such time as you are able to provide this confirmation. **NB:** It is your duty to ensure that your registration is kept up to date.

DISCLOSURE AND BARRING SERVICE (DBS)

Post holders whose work involve, or may involve, direct contact with vulnerable adults and/or children, and/or with access to managing accounts, are subject to DBS checks every three years. Where you work directly with vulnerable adults or children, under the conditions of the Rehabilitation of Offenders Act 1974, as amended, you are not entitled to withhold information about convictions which otherwise might be considered 'spent'. There is an ongoing obligation to declare any civil or safeguarding issues, investigations, convictions and cautions against you, during the course of your employment

SAFEGUARDING

The Charity has a zero-tolerance approach to the abuse of children, young people and vulnerable adults. All employees are required to promote and safeguard the welfare of children and young people and comply with the Local Safeguarding Children Board Procedures and the Children Act (1989, 2004).

TRAVEL TO OTHER SITES

You may be required to travel to any of the airbase locations or locations where fundraising events take place. Please complete the travel expenses form. Expenses will not be paid where travel expense forms are not fully completed.

SMOKING STATEMENT

The Charity is a NO SMOKING environment. Smoking in all areas of the building and premises is prohibited. Smoking may only take place in non-public areas.

DIVERSITY AND EQUAL OPPORTUNITIES

The Charity welcomes all persons without regard to age, ethnic, or national origin, gender or sexual orientation, religion, lifestyle, presenting illness, marital or parental status or disability. We aim to provide a non-judgemental service at all times.