

1. Job details	
Job title	Marketing Data Officer
Salary band	Band 5
Accountable to	Marketing Data Manager

2. Job summary
<p>Marketing Data Officer, reporting to the Marketing Data Manager, will assist the Marketing and Fundraising Departments deliver scheduled campaigns and other customer and supporter communication through efficient management of data, delivery of data for campaigns and analysis of marketing activity results.</p> <p>You will consolidate, clean, cross reference, de-dupe and reformat data for marketing and sales campaigns, reports and fulfilment. The role is responsible for coordinating the transfer of customer data from primary data sources to the Marketing Database, conduct campaign audience segmentation, produce data selections and conduct campaign results analysis.</p>

3. Main duties and responsibilities	
1	Working under the guidance of Marketing Data Manager and in close liaison with key internal stakeholders, conduct data queries, accurately select, segment and output data for use in research, analysis and direct marketing campaigns (mailings, emails and telemarketing calls).
2	Provide analysis of marketing campaign results to calculate the return on investment and evaluate the test results, supported by campaign results reports and recommendations for future campaigns.
3	Maintain a high standard of data quality on Workplace Training and Supplies Marketing databases by exporting, de-duping, cleansing and reformatting data from the booking system and supplies purchase system, identifying and merging duplicates, and removing or archiving redundant data to ensure the efficient operation of the system.
4	Maintain a high standard of data quality on the fundraising database through agreed imports and updates of data.
5	Proactively assess and make recommendations to Marketing Data Manager for system enhancements or new functionality.
6	Maintain up to date documentation of data management processes in the management of the database, data maintenance, campaign data selections and results analysis.
7	Provide Raisers Edge training to the users as required to help St John Ambulance make the most of the database.
8	Produce data usage statistics and other ad-hoc reports to inform future marketing activities as required.
9	Ensure databases and processes comply with agreed policies and procedures, especially with regards to Data Protection.
10	Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder.

4. Person specification			
This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.			
Requirements	Essential and desirable criteria		Method supporting assessment
	E	D	
Education and qualifications			
Educated to GCSE level (Grade C) or equivalent inc. Maths & English	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form
Degree level or similar experience	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form
Experience			
Experience of managing and maintaining data in large databases	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Experience of data analysis reporting	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Experience of working in direct marketing setting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form/interview
Experience of working with FastStats	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form/interview
Experience of email broadcasting systems (e.g. Communigator)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form/interview
Experience of working with Raisers Edge	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Skills, knowledge and abilities			
Advanced skills of Microsoft® Office Excel and Access	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Test at Interview
Ability to work with outstanding attention to detail, methodically and accurately	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Capable of working to deadlines and targets	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Strong team player, able to proactively problem solve to improve the project outcomes	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Excellent interpersonal skills with ability to communicate effectively	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Knowledge of the Data Protection Act	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form/interview
Using deduplication software (e.g. Capscan)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form/interview
Motivation			
Ability to work on own initiative	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Willing to adapt and learn new skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Initials: VK

Date of preparation: 18/11/2016