

Head of Data & Insight – M&F

Job Level	6	Kornferry Function	DAX 19
Directorate	M&F	Function/Service	Strategy & Innovation
Direct Reports	4	Indirect Reports	12
Line Manager Title	Director of Marketing & Fundraising Strategy	Budgetary Responsibility	Circa £550k

The Leadership and Management of our people is critical to us as an organisation. The responsibilities and expectations of Leaders and Managers at this level can be found in [Our Leadership Framework - RedRoom](#).

Our Leadership Framework defines the leadership standards we want to see at the British Red Cross. It shows what great leadership looks like. Our goal is to create a great workplace and deliver excellent services to our users. [Our Leadership Framework - RedRoom](#), along with [Our values and behaviours - RedRoom](#) and Fundamental Principles, helps everyone understand how the leadership capabilities relate to their role and context.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness. You can read more about [Equity, Diversity & Inclusion \(EDI\) at the British Red Cross - RedRoom](#) here.

Role description:	
Purpose	The Head of Data & Insight leads a team to enable smarter, faster decision-making across the directorate. The role builds trusted relationships and drives strategic influence, helping teams use data with confidence and curiosity. The role ensures insight is embedded in planning, performance, and innovation — putting actionable evidence into the hands of decision-makers when it matters most. It informs and is informed by the organisation's data and insight strategy, ensuring alignment and contributing to a culture of evidence-based decision-making across BRC.
Key Responsibilities	Strategic Leadership & Stakeholder Engagement • Build trusted relationships across the directorate, influencing senior stakeholders to embed evidence-led decision-making. • Lead the development of the M&F data strategy that aligns with M&F priorities and contributes to the broader BRC data strategy. • Translate directorate needs into actionable insight, connecting strategic goals with analytical capability. • Champion the role of data and insight in shaping strategy, planning, decision-making, and innovation including timely market and performance insight to support real-time decisions such as appeal launches. • Promote a culture of evidence-led thinking, helping teams unlock the full value of data. Hub & Spoke Collaboration • Act as the lead business partner with the central Data & Insight Hub to ensure the data strategy and any centralised tools meet the needs of M&F. • Serve as the conduit through which M&F requirements of the Hub are funnelled, and Hub requirements are funnelled into the M&F directorate • Supports the work of the Hub through M&F participation in relevant communities of practice, sharing and learning with peers across BRC • Accountable for demonstrating the value of data and insight for stakeholders and teams across M&F • Accountable for increasing the data readiness of M&F, including data literacy, data preparedness, and data-driven decision-making Innovation & Insight Activation • Make data, analytics, and research easy to access and use by ensuring appropriate structure, governance, and architecture are in place to enable confident decision-making. • Drive innovation in forecasting and scenario planning to strengthen strategic thinking and prepare for what's ahead. • Challenge and inspire teams to shape data-driven supporter journeys and segmentation that maximise engagement and income.

	- Promote bold, creative use of data to unlock new opportunities and challenge assumptions. - Champion data storytelling that builds shared understanding and drives action across M&F The responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.
Know-how	Essential Criteria - Proven experience leading multi-disciplinary data, analytics, or insight teams, and fostering inclusive, collaborative cultures that support strategic decision-making and organisational impact. - Skilled in business partnering and stakeholder engagement, with the ability to influence and challenge at senior levels. - Ability to translate complex data and research into clear, actionable insight that supports planning and delivery. - Deep understanding of supporter engagement, marketing, or fundraising, and how data and insight can drive performance. - Confident working with data platforms, business intelligence tools, marketing technology, and CRM systems to enable insight and delivery. Desirable Criteria - Comfortable navigating ambiguity and complexity, balancing strategic priorities with operational delivery.
Additional Requirements	

Pre Engagement Checks Highlight bold as required	
DBS- England & Wales	Adult/ Child/ Adult & Child Workforce/None
PVG- Scotland	Adult/ Child/ Adult & Child/ None
Access NI- Northern Ireland	Vulnerable Adult/ Child/ Vulnerable Adult & Child/None
Driver Check	Yes/No
International Roles Only	
International Police Check	Yes/No
International Driving Licence for manual cars	Yes/No

Role Reference		Review Date	May 2026
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We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.