BritishRedCross

Head of Data & Insight – Marketing & Fundraising

Job Level	6	**Kornferry Function**	DAX 19
Directorate	M&F	**Function/Service**	
Direct Reports	5	**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 the strategy, capability and delivery of data, insight and automation across Marketing & Fundraising to improve supporter engagement, increase fundraising effectiveness and drive sustainable income growth. The role is accountable for ensuring that data and technology-enabled transformation delivers measurable value, embedding evidence-based decision making across the directorate and represents the needs of Marketing and Fundraising within the wider British Red Cross data landscape and strategy.
Key Responsibilities	**Strategic leadership and business partnering** • Act as the strategic lead for Data & Insight across Marketing & Fundraising, partnering with senior leaders to use data, insight to make better decisions, drive sustainable income growth and improve performance. • Lead the analytical appraisal of income growth and investment opportunities, assessing expected returns, costs, risks and supporter outcomes to inform decisions. • Challenge assumptions and provide evidence-based recommendations on priorities, balancing short-term income generation, long-term supporter value and organisational capacity. • Translate strategic and operational challenges into a clear portfolio of data, research, analytical and technology-enabled priorities that deliver value. • Own and deliver the Marketing and Fundraising data and insight strategy and capability roadmap, aligned with the British Red Cross data strategy. Prioritise the portfolio, manage competing demands and allocate resources within agreed budgets. • Influence and constructively challenge senior stakeholders, demonstrating the value of Data & Insight through stronger decisions, improved performance and enhanced organisational capability. **Data, automation and AI-enabled transformation** • Play a leading role in shaping and embedding the Marketing & Fundraising technology-enabled change programme, ensuring that data and insight are central to its design and delivery. • Define an ambitious but practical vision for how data, analytics, automation and responsible AI can improve decision-making, supporter engagement, productivity and income generation. • Identify and prioritise opportunities to automate manual processes, improve access to information and enable teams to spend more time on high-value strategic and creative work.

	• Work closely with technology, digital, finance, data and business teams to translate strategic needs into an integrated marketing technology and data capability that connects audience, activity, cost, engagement and income data. • Ensure that new technology and analytical capabilities are successfully adopted and embedded, with clear ownership, appropriate governance and support for colleagues. • Keep the directorate connected to developments in data, AI and marketing technology, and lead the assessment and adoption of capabilities that improve audience targeting, campaign measurement, attribution, optimisation and investment decision-making. **Insight, performance and growth** • Establish an integrated view of marketing and fundraising performance that connects activity and expenditure to supporter, income and strategic outcomes, enabling leaders to understand what is happening, why it is happening and what action should be taken. • Lead the development of robust approaches to marketing and fundraising effectiveness, including attribution, incrementality, experimentation, lifetime value and return on investment, proportionate to the decisions being made and the quality of available data. • Provide proactive, evidence-based recommendations on the allocation and reallocation of investment across marketing and fundraising channels, audiences and programmes, identifying where expenditure should be increased, reduced, stopped or tested. • Strengthen forecasting, scenario planning and predictive capability so leaders can assess alternative investment choices, understand risks and returns, and optimise the portfolio for sustainable growth. • Bring together performance data, research, market intelligence and external evidence to identify emerging risks, growth opportunities and changing supporter needs. • Champion compelling data storytelling that makes complex evidence accessible, creates shared understanding and prompts action. **Capability, collaboration and leadership** • Lead a multidisciplinary Data & Insight function through its management team, with accountability for workforce planning, professional development, delivery standards and management of the function's budget and suppliers. Build an inclusive, high-performing culture and deploy resources to meet agreed directorate priorities • Build a proactive, consultative business-partnering model that balances immediate organisational needs with longer-term strategic priorities. • Develop data confidence and literacy across Marketing & Fundraising, enabling colleagues to ask better questions, interpret evidence and use insight effectively. • Act as the senior Marketing & Fundraising partner to the central Data & Insight Hub, ensuring that wider strategies, platforms and services reflect the directorate's needs. • Create strong communities of practice and partnerships across the British Red Cross, reducing duplication and accelerating the sharing of expertise, standards and learning. • Ensure appropriate approaches to data quality, ethics, governance and responsible AI are built into the directorate's decision-making, tools and ways of working. 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** • Strategic data & insight leadership: Significant experience leading multidisciplinary functions through managers, setting strategy and capability roadmaps, and allocating budgets and resources across competing business priorities. Evidence of building effective teams and delivering outcomes across multiple business areas. • Exceptional business partnering: A strong track record of working alongside senior leaders and multidisciplinary teams to understand strategic challenges, influence decisions and translate evidence into action. • Transformation leadership: Experience shaping and embedding technology-enabled organisational change, including changes to capabilities, processes, operating models or ways of working. • Marketing and fundraising performance: Demonstrable experience using data, marketing technology and analytical methods to assess effectiveness and return on

	investment, compare performance across a complex portfolio, and make credible recommendations on investment allocation. • Data, technology and AI fluency: Strong understanding of modern data platforms, business intelligence, CRM and marketing technology, including how audience, channel, cost, engagement and income data can be connected to support measurement, attribution, optimisation and decision-making. • Communication and influence: The ability to turn complex analysis, research and technical concepts into clear strategic narratives that engage, challenge and enable senior decision-makers. **Desirable Criteria** • Experience working in fundraising, marketing, customer engagement or another income-generating environment. • Experience developing forecasting, scenario-planning, segmentation, experimentation or predictive analytical capabilities. • Experience establishing responsible and effective approaches to the adoption of automation or AI within a complex organisation.
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**	

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.