

Job Description

Data Lists Officer
FC2008



Role Details

Reports to: Optimisation and Systems Manager

Responsible for: N/A

Location: Central London, Leadenhall Street with occasional overseas travel

Hours: Full time. 35 hours a week, 9am to 5 pm, Monday to Friday

Salary: £28,250 per annum

Contract type: Fixed Term: one year

Closing date: 19 October 2020

Our vision and mission

Our vision is of a world in which working horses, donkeys and mules are free from suffering.

Our mission is to transform the lives of vulnerable working horses, donkeys and mules around the world. We relieve their immediate suffering and create lasting change by working with people, communities and organisations.

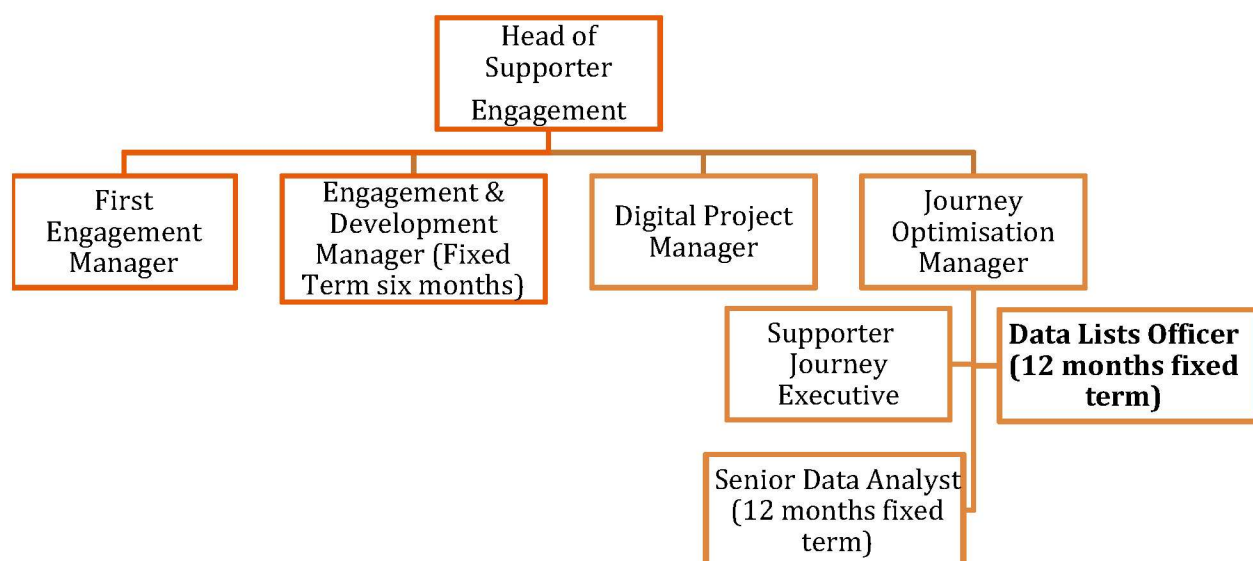
About Brooke

Brooke is an animal welfare charity that protects and improves the lives of the working horses, donkeys and mules that give people in the developing world the opportunity to work their way out of poverty. Around 600 million people rely on these animals to put food on their tables, send their children to school and build better futures for themselves and their families. Brooke works in more than 15 developing countries, with animal owners, communities, service providers, animal health systems, governments and international organisations to make long-lasting improvements to the lives of animals and their owners.

Our Values

We are proud to be Brooke. We are resourceful, share new ideas and help each other succeed. Together we make change happen.

Department Structure and Position of the role



Brooke FundComm is at the beginning of an exciting change. We are building a dedicated and specialised Supporter Engagement Team that can focus on delivering supporter growth leading to greater financial stability. This team will take our Supporter Journey work to the next level of sophistication, by creating digital and offline journeys and products that engage supporters at the level of engagement they want with Brooke, and through their preferred mix of channels. The team will introduce and champion and maintain an agile approach – piloting projects while genuinely using data and insights to drive decision making and optimisation.

The team structure is designed to facilitate the Supporter Engagement Funnel Framework which defines the steps a supporter takes to go from awareness about our cause, to donating to our cause, to sharing our cause with friends (becoming a true partner).

Purpose of Role

Data List Officer ensures that all data is flowing correctly between supporter engagement system (Engaging Networks) and supporter database (Care) and that correct selections for email sends are being made as per email plans/schedules.

Example Team KPIS

Data List officer contributes to delivery of the following team KPIs:

- Increased conversion rates (working with other teams in the programme)
- Audience insight that is distributed across the team so it can be acted upon
- Systems and infrastructure that work
- Uninterrupted data flows to enable better engagement and the understanding of supporters

Key Responsibilities and Duties

- Work with Optimisation and Systems Manager to ensure that data is flowing correctly in/out of Engaging Networks and Care

- Manage data in Engaging Networks ensuring the database remains clean and structured correctly
- Create data selections as per the email schedule
- Identify and put in place data processes for compliance, such as the deletion of expired records.
- Identify any data overlaps in different lists and alert the team as appropriate
- Create reports as requested by members Supporter Engagement team

General

- Follow the Brooke's equal opportunities statement which aims to clarify the value we place on diversity and steps we take to promote equality of opportunity for all.
- Perform such additional tasks as may reasonably be requested from time to time by the Line Manager.
- Adhere at all times to Brooke's policies and procedures

Person Specification

The skills, abilities, experience and knowledge outlined below provide a summary of what is required to carry out this job effectively. They also form the selection criteria on which the decision on who to appoint will be made. Please ensure that you show how you meet the criteria outlined below in your application.

Knowledge and experience		Essential	Desirable
1	Experience of managing data exchange between different databases - from writing data briefs to correctly uploading and downloading data	✓	
2	Experience of creating data reports based on a brief	✓	
3	Experience of importing and exporting data	✓	
4	Experience with liaising with external suppliers for support	✓	
5	Experience of working with Engaging Networks data		✓

6	Working knowledge of GDPR and data protection regulations and how they impact the processes described in this role		✓
7	Experience of working with Care database		✓
8	SQL skills		✓

Our Competency Framework

Brooke's competency framework translates Brooke vision, mission and values into easily identifiable behaviours that all staff are expected to demonstrate at all times.

Competency	What it means
Self-Management	Taking responsibility for own actions, behaviours and outcomes
Learning	Taking responsibility for own learning and fostering growth and development in others
Relationship Building	Creating and maintaining harmonious and constructive working relationships with others internally and/or externally
Planning and Organising	Ensuring that time and resources are utilised to best effect for the achievement of the Brooke's goals and our mission and that others are committed to agreed courses of action
Effective Decision Making	Making clear, informed and timely decisions that lead to effective outcomes in line with the Brooke's mission
Change and Improvement	Seeking out and developing new ideas and approaches, responding positively and constructively to change and fostering a culture of continuous improvement
Collaboration and Cooperation	Working respectfully, effectively and collaboratively with others in your team,

	across the organisation and externally to deliver effective outcomes
Communication & Influence	Communicating clearly, concisely and compellingly in a manner that is appropriate to the audience. Engaging respectfully with others both internally and/or externally to persuade them to adopt courses of action that are in the best interests of the organisation and the animals

Employee Benefits:

Brooke has a competitive benefits package. To find out more, please visit:

<https://www.thebrooke.org/about-brooke/jobs/employee-benefits>

If you wish to get in touch with us, please contact HR at recruit@thebrooke.org