

Job Description & Person Specification

Purpose: The job description is meant to provide a detailed perspective on the role, giving a comprehensive outlook towards all the responsibilities involved.

World Vision UK					
Job Title:	Senior Fundraising Insights and Research Manager	Salary & Band:	Band 2A	Contract type. Permanent or Fixed-term:	Maternity Cover 12 Months Fixed Term
Line manager:	Head of Fundraising Strategy and Operations	Child Protection Standard. Will there be any direct contact with children?: (Basic or Enhanced check)	No contact / access - Basic check required	If fixed-term, length of contract:	Maternity Cover 12 Months Fixed Term
Team:	Fundraising	Base Office Location:	Hybrid (home & MK)	Hours of work per week: (Full-time is 36.5 hours)	Full Time- 36.5 Hours
Group:	Fundraising Insights and Research				
Any Occupational Requirement?	Yes - Active Christian Faith	Requirement to travel:	No	Will Psychological screening be required for post holder?	No
Job Purpose and Context:	<u>World Vision UK</u> World Vision is a global Christian humanitarian organisation dedicated to working with children, families, and their communities to tackle the root causes of poverty and injustice. Through advocacy, emergency relief, and long-term development projects, we empower communities to thrive. At the heart of everything we do is a commitment to transform lives and demonstrate God's unconditional love for all people. Our vision is for every child, life in all its fullness. Our prayer for every heart, the will to make it so.				

	The Fundraising Insights and Research Manager is a senior role responsible for driving evidence-based decision-making and strategies across World Vision's fundraising and marketing efforts. This role ensures that our work is informed by robust research, actionable insights, and cutting-edge data analysis to maximise impact, optimise donor engagement, and enhance organisational effectiveness.	
KEY RESPONSIBILITIES	JOB DIMENSIONS (please insert details below)	
- Develop and implement a comprehensive research strategy that supports World Vision's fundraising and marketing goals. - Lead qualitative and quantitative research projects to understand donor behaviour, preferences, and trends. - Present insights and recommendations to senior leadership, including the CFMO, to shape strategic priorities. - Oversee the design and implementation of data analytics to evaluate fundraising performance, donor retention, and campaign effectiveness. - Implement segmentation techniques to enhance targeting and personalisation. - Develop dashboards and reporting tools that provide real-time performance metrics for stakeholders. - Partner with the CFMO and cross-functional teams to integrate insights into strategic planning and execution. - Work closely with digital, creative, and communications teams to align data-driven strategies with compelling storytelling and branding. - Drive organisation-wide data-driven insights, as it relates to fundraising and partnerships work, to segment supporters and tailor communications and engagement strategies effectively.	Key Relationships:	Internal: Senior Leadership Team, Heads of Teams, Cross-teams External: WVI, suppliers
	Line Management responsibility:	Yes
	Decision Making:	Responsible for making strategic decisions to deliver a strong ROI
	Financial:	Will manage a budget of roughly £100k pa as determined by the financial planning process.
	Time-scales:	MONTHLY, QUARTERLY, ANNUAL REPORTS, CALENDARS and REVIEWS. Development of multi-year strategy
	Travel requirements:	Within the UK.

- Strategically drive the change of our CRM platform to enhance data insights, automate processes, and track supporter interactions. Oversee donor profiling work to improve targeting and engagement strategies. - Leverage and maintain CRM systems and marketing automation tools, identifying opportunities for improvement and ensuring compliance with data protection regulations. - Build and lead a high-performing team of researchers, analysts, and data scientists. - Foster a culture of curiosity, innovation, and excellence in data-driven decision-making. - Ensure compliance with all relevant data privacy and security regulations (e.g., GDPR and PECR). - Promote ethical practices in data collection, storage, and analysis.				
PERSON SPECIFICATION		How this will be assessed?		
CORE COMPETENCIES (from Core Competencies Framework)	INDICATORS (how the core competencies will be demonstrated)	Short listing	Interview	Test
Accountable	- Exercises wise stewardship, showing sound judgment and integrity in the decisions and choices made. - Collect, analyse and use data to credibly support my ideas, views and decisions	x	x	
Achieving quality results & service	Focus on and help achieve the things that matter most, with clear evidence of your contribution	x	x	
Improve and innovate	- Encouraging new ideas, testing concepts, developing and implementing them to scale. - Solve problems and turn ideas into action.	x	x	

Building collaborative relationships	- <i>Inspires high levels of performance, deals with conflict to bring co-operation.</i> - <i>Building and maintaining strong, credible relationships with internal stakeholders.</i>		x	x	
KNOWLEDGE/QUALIFICATIONS REQUIRED FOR THE ROLE			Essential (Please mark)	Desired (Please mark)	
Bachelor’s degree in Research, Data Science, Statistics, Marketing, or a related field (Master’s degree preferred).			x	x	
Excellent understanding of data compliance.			x		x
Excellent understanding of integration of products within Office 365.			x		
Strong understanding of how research tools and databases work.			x		x
SKILLS & EXPERIENCE REQUIRED FOR THE ROLE					
• Proven experience in research, data analysis, and generating actionable insights, preferably in the nonprofit or fundraising sector.			x		x
• Strong leadership and team management skills with the ability to inspire and develop talent.			x		x
• Exceptional analytical, strategic thinking, and problem-solving abilities.			x		x
• Strong leadership skills.			x		x
• Expert skill using Excel.			x		
• Experience in fundraising analytics, and donor segmentation.			x		x
• Proactive approach to problem solving and troubleshooting.			x		x
• Ability to innovate.			x		x
• Knowledge of digital marketing and CRM systems (e.g., Salesforce, Raiser's Edge).			x		