

Job Description

Marketing Database Manager (6-9 month contract)

Grade:	6 (£37,929 - £45,296)
Hours:	Ideally full time (35 hours a week) but part time (minimum 21 hours a week) will also be considered
Reports to:	Head of Marketing and Corporate Communications
Department:	Communications Department

Job Summary

The King's Fund is an independent charity working to improve health and health care in England. We help to shape policy and practice through research and analysis; develop individuals, teams and organisations; promote understanding of the health and social care system; and bring people together to learn, share knowledge and debate. Our vision is that the best possible care is available to all.

We require a Database Manager to take overall responsibility for the management of the data across our various systems that support interactions with customers. This approach centres around the Integra NG customer database, but also draws in data from our event booking system (Eventbrite), our website platform (Drupal) and our email marketing system (Cheetahmail). Previous experience of managing a database to support the marketing requirements of the business is essential. You will have good project management skills and be adept at problem solving in order to develop the database and associated systems to meet the marketing needs of the business. You will be a good communicator and natural influencer who is comfortable operating at both a strategic and operational level.

You will be responsible for the line management of the Database Assistant. You will report to the Head of Marketing and Corporate Communications and also work closely with the Head of ICT, who supports the technical infrastructure of systems across the business, as well as the Head of Digital Communications, who is responsible for the website. You will also be responsible for managing the ongoing relationship with the database supplier, Iris, as well as Cheetahmail, our email supplier.

The role is initially a contract post for six to nine months. We are currently reviewing our business systems and this includes our approach to managing customer relationships. As a consequence, we are looking for an individual who is comfortable dealing with uncertainty and thrives on implementing change. At the end of the contract period we will consider recruiting to a permanent post.

Main duties and responsibilities

1. To manage and develop the customer database:
 - Be responsible for the maintenance, development and integrity of the customer database, ensuring the data is accurate, current and consistent
 - Oversee the integrity of the data by working with colleagues to ensure the data from the various systems, and associated business processes, are fit for purpose.
 - Oversee the creation and embedding of new and existing protocols and business processes across the organisation to ensure best practice is followed and that the customer is always the focus of what we do
 - Serve as the primary point of contact for the customer database, identifying opportunities to improve marketing systems and data management

- Assist staff in using the database to support their business operations
- Ensure that the customer database works alongside other information systems
- Ensure compliance with data protection and that best business practice is followed with regards to use and maintenance of data stored.
- Manage relationships with key suppliers, including Iris and Cheetahmail

It is expected this will form 70% of the role

2. The creation, co-ordination and analysis of market and customer insight to support a greater customer focus:

- Exploit the information in the database -and associated systems - as effectively as possible and share customer insights with colleagues across the Fund
- To produce reports for key internal stakeholders as required

It is expected this will form 10% of the role.

3. To ensure the smooth running of the customer database team and function:

- Provide clear direction, coaching and support to the team member, manage performance and provide appropriate development opportunities.
- Manage the overall database budget effectively, ensuring targets are met
- Ensure key performance indicators are gathered, analysed and acted upon, alerting the Head of Marketing and Corporate Communications to any issues as appropriate.

It is expected that this will form 20% of the role.

Person specification

Experience

- Experience of managing customer databases to supporting the marketing requirements of the business
- Experience of email marketing systems
- Experience of managing projects involving integration across systems
- Experience of data management
- Experience of re-engineering business processes

Knowledge

- Advanced excel and SQL query skills preferable
- Understanding of relational database systems

Abilities

- Ability to work flexibly with colleagues across ICT, communications and operations departments
- Ability to project manage effectively, achieving clearly defined outcomes and timelines
- Ability to initiate and manage change and to bring others with you

Personal qualities

- Adept at problem solving
- Enjoys working in a changeable environment
- Good communicator who is adept at both explaining issues in a straightforward way to internal users as well as conversing with suppliers over technical issues