

## Digital and Data Insights Marketing Co-ordinator

---

**Salary:** Band E - £30,230

**Responsible to:** Digital and Data Intelligence Manager

**Type of Position:** Permanent

**Annual Leave:** 29 Days & 10 Public Holidays (Pro rata for part-time posts)

---

### Job Profile

This role will play a key part in ensuring our digital platforms are optimised for effective use, data is effectively collected and analysed, and insights are used to enhance member engagement and organisational impact.

This involves shaping the accuracy, relevance and quality of data, and providing insight into the SFHA's customer base to aid decision making.

At the heart of the SFHA's work there must be a comprehensive, organisation-wide knowledge of who our members are and what they do. Working as part of the Digital & Data Team, you will therefore play a key role in using data to tell this story and how it relates to policy, engagement, communications, marketing and events.

### Main Duties & Responsibilities

- Collect data and deliver reports to support the strategic direction of various SFHA commercial products by providing clear and well considered insights and recommendations.
- Work with the Digital and Data Manager to develop, disseminate, analyse and communicate results of surveys, such as the member satisfaction survey and other intelligence gathering survey's.
- Clearly communicate and summarise complex data through reports and presentations, including to leadership team.
- Proactively suggest and conduct research that delivers on data gaps within Customer Relationship Management (CRM) system.
- Maintain and enhance the customer database, and champion the internal use of the Customer Relationship Management system.



- Work with communications colleagues to use customer intelligence to shape our messaging about how the sector is regarded by members, stakeholders and the wider public.
- Project lead and evaluate results of our Member Survey, which collects key information about our members.
- Help colleagues to ensure that our data is accurate, relevant and consistent.
- Work with colleagues across the organisation to help support a culture that understands and is able to utilise data effectively.
- To assist the Digital and Data Manager with working with colleagues across the organisation to create a culture that understands and is able to utilise data effectively.
- Support on new process around emerging technologies and projects.
- Any other duty as required by the line manager.
- Assist in managing the organisation's website, CRM, and digital tools to enhance user experience and engagement.
- Monitor and analyse member interactions across digital channels to inform engagement strategies.
- Ensure data is managed in line with best practices and compliance regulations (e.g., GDPR).
- Maintain accurate and up-to-date member data, supporting segmentation and personalisation efforts.
- Track the performance of digital campaigns, providing reports on key metrics and identifying areas for improvement.
- Work closely with internal teams to embed data-driven insights into decision-making processes.
- Ambition to upskill and continually improve knowledge on digital platforms, and data analytics

## **Person Specification**

### **Essential:**

- Experience in data analysis, digital insights, or CRM/database management, preferably within a membership or non-profit organisation.
- Strong analytical skills with experience in tools like Google Analytics, Excel, Power BI, or CRM reporting.
- Knowledge of digital platforms, including websites, email marketing tools, and social media analytics.
- Excellent attention to detail with the ability to translate data into clear insights.
- Understanding of data protection regulations (e.g., GDPR) and best practices in data governance.
- Strong communication skills with the ability to work collaboratively across teams.

**Desirable:**

- Knowledge of digital marketing and engagement strategies, including SEO, PPC, and email automation.
- Understanding of AI or predictive analytics to enhance data-driven strategies.