



## JOB DESCRIPTION

Job Title:	Marketing Database Analyst
Division:	Animal Welfare Promotions
Department/Regions/Sections:	Fundraising & Supporter Services
Location:	Southwater HQ
Reports to:	Marketing Database Manager
Responsible for:	N/a
Grade:	N/a

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### 1. Purpose of the job

To develop, service and maintain a data driven communications plan for the RSPCA's marketing department to maximise income and return on investment

### 2. Dimensions

- Campaign set-up, coding and financial approval for 100+ fundraising campaigns
- Data processing/analysis and data selections for 100+ fundraising campaigns
- Have direct impact on overall gross annual income of £32m (2007 figure)

### 3. Principal Accountabilities

- Design, develop and produce reports to review financial returns on fundraising campaigns. Provide recommendations on how to improve the efficiency of campaigns to maximise return.
- Research, plan and implement new data driven processing analysis/functionality ensuring project teams are informed of all developments through regular update meetings
- Direct and guide marketing managers / external agencies as to what data to include within a fundraising campaign. Providing insight, counts and data selections of best fit to achieve fundraising or individual campaign objectives.
- Provide support to marketing managers / external agencies in the use and understanding of RSPCA data to enhance/aid the creative thinking when developing a fundraising campaign.
- Integrate new media channels into existing communication processes and procedures, ensuring both existing and new channels work together to ensure communication programme is maintained.
- Assess and develop analysis and predictive forecasting to improve campaign performance. Identify data segments requiring special attention, such as high value donors for all areas of the communication programme from recruitment to legacy pledges and lifetime value modelling.
- Contribute ideas and provide feedback on the communication strategy such as how data is being used and whether data enhancement could add benefits.

- Maintain an up to date knowledge of all legislation surrounding, direct marketing, telemarketing, e-marketing fundraising and data protection to ensure the RSPCA is complying with same.

**While at work all staff are required to:**

- Take care of their own health and safety and that of others who may be affected by their acts and omissions.
- Co-operate with Society policies and procedures for health and safety.

**4. Knowledge, skill and experience**

Please refer to attached person specification (Appendix A).

**5. Organisation**

Please refer to the attached organisational chart (Appendix B).

**6. Job Context**

- Limited supervision from line manager. Responsible for managing and prioritising own workload.
- Final sign off for projects and budget spend requires approval from Marketing Database Manager
- The post holder is responsible for maintaining day to day contact with marketing managers and external agencies and making decisions regarding meeting dates and timing of fundraising campaigns.
- The Marketing database manager assigns larger projects to the post holder. Large projects are defined as anything requiring more than 5 full working days effort and budget approval.
- The post holder authorises the distribution of marketing data to third parties and the import of data from third parties
- Internal advisor to Marketing managers and external agencies on any data requirements
- Co-operate with Societies policies and procedures for Data Protection

**7. Additional Information**

- The post holder will be required to undertake planned travel to meetings and conferences, which will involve occasional overnight stays.
- The post holder will be required to provide support for projects/activities that are undertaken by the fundraising department.

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This job description is a statement of the job content agreed at October 2008. It should not be seen as precluding future changes.

Job holder's signature..... Date .....

Line manager's signature ..... Date .....

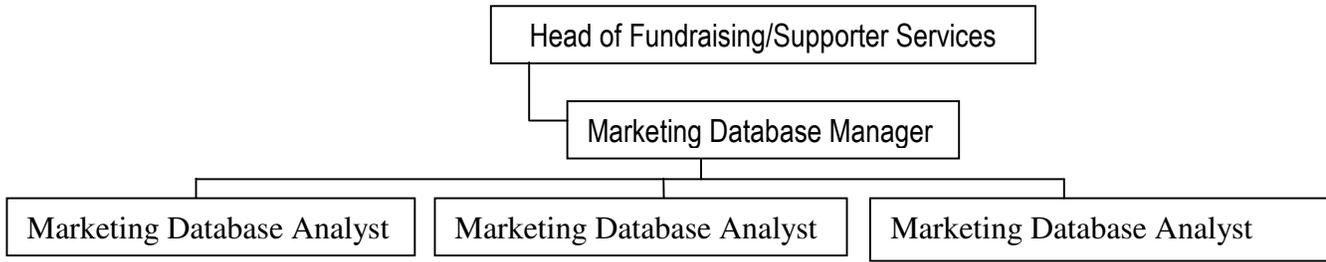
## APPENDIX A

### Person Specification for Marketing Database Analyst

Criteria	Essential	Desirable
<b>Professional/Technical Qualifications</b>	Maths and English GCSE or equivalent or ability to demonstrate similar numerical/statistical aptitude	
<b>Experience &amp; Job Knowledge</b>	<p>Basic level knowledge and use of MS Access to query and undertake general data manipulation</p> <p>Demonstrate a Good working knowledge of and ability to use SQL to perform selects from a RDMS (Relational database management systems) database</p> <p>Previous use of reporting tools such as Cognos, Crystal or MS Access</p> <p>Word &amp; Excel to intermediate level</p>	<p>IDM Diploma - again this is what the line manager is expected to have</p> <p>Previous experience of using Cognos tools and Oracle SQL</p> <p>Proven project management experience</p> <p>Previous relationship/account management experience</p>
<b>Skills &amp; Competencies</b>	<p>Ability to communicate at all levels both within and outside of the organisation</p> <p>Competent negotiator</p> <p>Solid knowledge of Word and Excel</p> <p>Research skills</p>	
<b>Personal Qualities</b>	<p>Flexible approach to work duties</p> <p>Attention to detail and detail conscious</p> <p>Collaborative working style</p> <p>Creative flair</p> <p>Ability to organise and prioritise own workload</p> <p>Ability to analyse and extract relevant data</p>	
<b>Special Circumstances (if any)</b>	Ability to undertake planned travel including occasional overnight stays.	

## Appendix B

### Marketing Database Team





## **Marketing Database Analyst – 12 months fixed term maternity cover**

### **INFORMATION TO CANDIDATES SUMMARY OF MAIN TERMS AND CONDITIONS OF EMPLOYMENT**

The following information is intended as a useful guide to applicants considering joining the Society. Full details are supplied with an offer of appointment.

#### **1. ELIGIBILITY TO WORK IN THE UK**

In order to comply with legal requirements, as part of our selection procedure we ask all potential employees to prove their eligibility to work in the UK. If you are invited to interview you will be asked to bring to interview the appropriate original documents.

#### **2. HOURS**

The basic working week is 35 hours. Normal office hours are between 9.00 am and 5.00 pm, Mondays to Fridays, with a one hour lunch break each day.

#### **3. SALARY**

Candidates will normally be offered a starting salary appropriate to their qualifications and experience as indicated in the advertisement.

Salaries are paid on the 15th of each month by credit transfer to a bank or building society account.

#### **4. HOLIDAYS**

The holiday entitlement is 23 days during the 12 months fixed. Bank and Public holidays are taken in addition to this.

#### **5. PROBATIONARY PERIOD**

The first six months of your employment will be counted as a probationary period. During this time the Society will make an assessment of your suitability for acceptance to a permanent position.

#### **6. REFERENCES**

An offer of employment will be subject to the receipt of satisfactory references.

We require two employment references, one of which must be from your present or most recent employer. These should, if possible, cover a period of at least the last five years. The Society reserves the right to contact your previous employers before an offer of employment is made. Unless your permission is granted, your present employer will not be approached until an offer of employment has been made and you have left their employment.

#### **7. NOTICE**

During your probationary service the period of notice to terminate your employment is one week by either party. Following successful completion of your probation period, the notice period becomes four weeks in writing on either side.

## **8. OTHER BENEFITS**

Upon satisfactory completion of your probationary period other benefits may be available to you. These include a healthcare scheme, childcare vouchers and employee assistance programme. Further details of these schemes can be obtained on request.

## **9. MEDICAL**

As part of the Society's selection procedure for employment, we ask all prospective employees to complete a pre-employment medical questionnaire. The purpose is to fulfil our responsibilities under the Health and Safety at Work Act 1974 and ensure that the proposed employment does not present any particular risks from a medical point of view.

No formal offer of appointment will be made until the Society, through its Chief Medical Adviser, is satisfied about your medical fitness to undertake the job. Further details about this will be sent to you following the initial interview.

**NB** Unfortunately the Society is unable to contribute towards the cost of relocation if this is necessary.