University of Liverpool

DATA SYSTEMS AND INSIGHT OFFICER

Job Ref: 016101

Faculty: Central Professional Services, External Relations, Marketing & Communications, Development & Alumni Relations

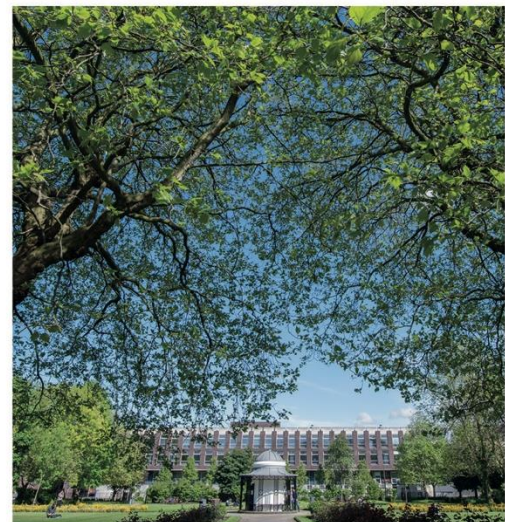**Location: University Campus**

Grade: 5

Salary: £25,217 - £29,177 pa

Hours of Work: Full Time

Tenure: Fixed Term for 12 months

Shortlisting and interview arrangements are the responsibility of the recruiting Department. Please contact Susan Naylor, email: sue.naylor@liverpool.ac.uk for all enquiries.

Est.1881

Original

We are the original redbrick university.

UK leader
in social mobility.

Russell Group
Member of the Russell Group.

At the foremront of
innovation and discovery.

Nobel Laureates
Associated with nine Nobel Laureates.

Investing
in our campus.
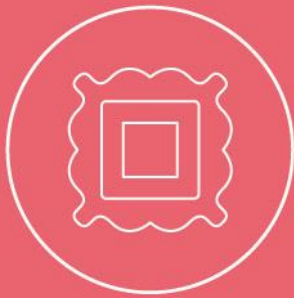
Global links

Affordable

Based in the 2nd most affordable UK city.

More galleries and museums than any UK city outside of London.

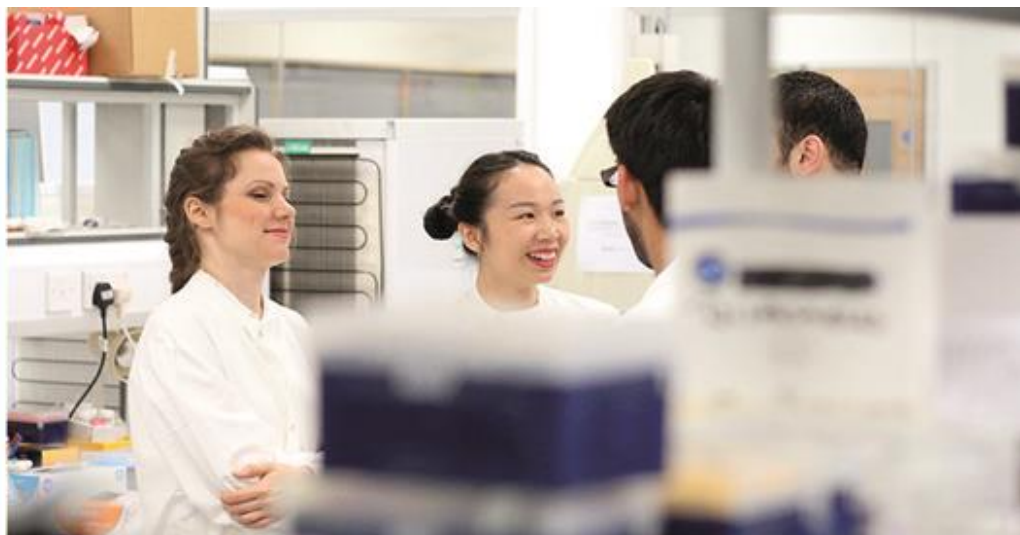Birthplace of The Beatles and home to two Premier League Football clubs.

33,000

33,000 students, 7,500 of whom travel from all over the world to study here.

ROLE PURPOSE AND UNIVERSITY CONTEXT

The University of Liverpool is a world famous brand; it is one of only two UK HE institutions to have a campus in China, has opened an innovative new campus in London and is the largest provider of wholly online degrees in Europe. Our research expertise spans a broad range of disciplines and is world leading in a number of subject areas. We have a national profile for our contribution to widening participation in UK HE, ensuring that no student able to benefit from studying at a Russell Group University is deterred from applying as a result of financial constraints.

The University has ambitious plans for growth and has been pursuing a transformation agenda for a number of years. This is manifest in part in significant development of our University campus and the introduction of award winning Central Teaching Laboratories and on-campus student accommodation, a £25m investment in our libraries, £36m investment in our engineering facilities alongside a recent overhaul of Guild of students building which has been transformed as a result of £12m investment.

The University is at the heart of a world famous city which has been energetically reinventing itself over the past 10 years. The award of Capital of Culture in 2008 led to a £14bn development programme and the city is now a world leading leisure, retail and tourism destination, recently voted in the top 3 cities to visit in the world by the Rough Guide. Liverpool is a city alive with students, during term time they make-up more than 10% of the population and are welcomed by residents who are grateful for the contribution that the universities in the region make to the local economy and the vibrancy that an international community brings to both the city and the region.

EXTERNAL RELATIONS

External Relations is a large department of 180+ staff in Central Professional Services which covers the following areas:

- **Marketing**: Marketing Communications; Digital Communications; Market Intelligence & Customer Insight; Pricing & Portfolio; Data Science
- **Communications and Public Affairs**: Public Relations; Internal Communications; Student Communications; Public Engagement; Public Affairs; Corporate Events
- **Development and Alumni Relations:** Fundraising; Annual Giving; Alumni & Supporter Relations

THE ROLE

The University of Liverpool's Development and Alumni Relations team (DART) makes a vital contribution to the institution's strategic objectives, not only in securing financial contributions for priority projects, but by fostering positive and meaningful relationships with alumni and supporters around the world. The potential to grow activity and return in this area is vast, and the Development & Alumni Relations team is expanding to capitalise further on the increasingly valuable global community of alumni and supporters, whose advocacy, volunteering and giving have transformative potential in support of these objectives.

The Data Systems and Insight Officer (G5) supports and contributes to the strategic development of our alumni and supporter database (Raisers Edge NXT) ensuring that our data is accurate and relevant, our processes are simple and effective, and providing support to our fundraising and engagement colleagues.

You will administer systems and processes that enable email marketing, event registrations, volunteer management and payment processing ensuring full integration with our supporter database, as well as effective alignment with wider University systems.

You will work with colleagues to establish reporting needs and deliver effective reporting processes using analytics where appropriate to disseminate and present findings that provide intelligence to a range of stakeholders, including the Director of Development and Alumni Relations and other senior managers in DART.

Finally, you will play an important part in the Development & Alumni Relations team and will work with colleagues across the team.

The role holder's key responsibilities and duties are to:

Data Management

- Responsible for the day to day administration of the Raisers Edge NXT database and all related process and supporting technologies
- Run data imports with other data systems, including the student data systems, payment processing, calling software, Liverpool Connect (Aluminati) and other systems that may be introduced over time.
- Organise all aspects of own work ensuring that workload is managed and delivered to agreed timelines
- Respond to technical and data related enquiries from all service providers

Gift Processing

- Ensure gifts are recorded to Raisers Edge NXT in a timely manner.
- Support the annual Gift Aid claim

Data Systems, Reporting and Insight

- Support in the delivery of statistical analyses, applying appropriate techniques, to design and deliver a regular programme of reporting that will include, but is not limited to alumni engagement activity, prospect management and fundraising performance.
- Develop and demonstrate expertise in key University systems used for data collection and interpretation.
- Manage the import of all new graduation information which is downloaded from the University database
- Manage the integration of Net Community, Liverpool Connect, Smarteezie to Raisers Edge NXT database
- Respond to requests for ad hoc reports on datasets.
- Completion of benchmarking surveys.

Process Improvement and Data

- Maintains training and guidance materials specific to team objectives and requirements
- Identify and resolve any problems affecting data collection and/or quality.
- Monitor and review processes to maintain standards of data entry
- Where required liaise with external software providers to resolve technical issues, brief on new requirements and to identify new solutions.

Governance

- Keep up to date with policies regarding data governance and security, particularly GDPR, PECR. Ensuring data is stored safely and used correctly.
- Provide support to users in accessing and using DART systems.
- Ensure that all processes or significant data changes are fully tested, documented and published and where required provide training to colleagues and users.

- Attend relevant user groups and conferences, keeping abreast of future developments affecting Raisers Edge, Net Community and supporting platforms.
- Escalate serious issues to the Data Systems and Insight Manager as appropriate.

Other Duties

- Participate in team meetings, be an active member of the Development and Alumni Relations Team.
- Proactively create networks with colleagues within the Higher Education sector to share knowledge and experience and assist in developing new approaches.
- Support and cover colleagues during absence, holidays or peak periods of activity, undertaking data processing, financial or administrative duties as required.
- Provide day-to-day support for ad-hoc queries.
- In addition, the role holder will be required to undertake any other duties commensurate with the grade and nature of the post as required by the Director of External Relations

In addition to the above, all External Relations staff are expected to:

- Support mission critical activity wider in nature than their own role. Such activities will include a range of External Relations initiatives such as the University-wide Open Days, Graduations and Confirmation and Clearing
- Make a commitment to their own continuous professional development and undertake training as appropriate
- Have an appreciation of and commitment to delivering an excellent Student Experience
- Keep abreast of key policy developments that impact on the HE sector and the work of the department
- Display a commitment to the success of the University and a belief in its goals and ethos; mutual respect for the roles other colleagues perform; a commitment to productive team work; a professional attitude encompassing conscientiousness, the maintenance of high standards, customer/user friendliness, a positive 'can-do' attitude and a drive to add value to the University's core mission.

In addition to the above, all University of Liverpool staff are required to:

- Adhere to all University policies and procedures, completing all obligatory training and induction modules, including Equality and Diversity and Health and Safety
- Respect confidentiality: all confidential information should be kept in confidence and not released to unauthorised persons
- Participate in the University's Professional Development Review scheme
- Demonstrate customer service excellence in dealing with all stakeholders
- Embody and uphold the University's Vision and Values.

PERSON SPECIFICATION

Essential Criteria	Desirable Criteria
(Identified from – Application form, CV, Supporting Statement, Interview, References)	
Experience	
1.1 Experience of database management and administration, working with a large data set.	Experience of working in HE, specifically in Alumni or Development
1.2 Experience of working within a CRM and/or transactional database, using reporting and software to load, extract and verify data in order to respond to business requirements	Experience of using Blackbaud Raiser's Edge Software
1.3 Experience of presenting data in a user-friendly, visually engaging format	Experience of project management
1.4 Experience of running complex queries, segmentations and exports	Experience of undertaking quantitative and qualitative analysis
1.5 Experience of process reviewing, process documentation and implementing new procedures	Experience of working in HE, specifically in Alumni or Development
1.6 Experience of working with stakeholders to establish reporting requirement and the production of reports to those requirements.	Experience of using reporting tools such as Crystal Reports, Tableau, Power BI or other data visualisation and business intelligence tools
1.7	Experience of working with a Senior Management Team, defining reporting requirements and presenting results and recommendations
Education, Qualifications and Training	
2.1 3 GCSEs at Grade C or above (or equivalent) including English Language	Professional IT or BCS Data Analysis qualification
2.2	Evidence of commitment to continued professional development
Skills, General and Special Knowledge	
3.1 Specific awareness and skill in using a large database with multiple supporting platforms	Specific knowledge and advanced skills in the Raisers Edge database
3.2 Excellent proficiency in all Microsoft Office Packages, in particular Excel, Access, Word and Outlook	Understanding of fundraising in the HE sector
3.3 Excellent reporting, data and analytical skills, including the ability to draw insightful conclusions from data and design and produce reports	Experience of SQL/Query writing
3.4 Ability to manage a diverse and varied workload using own initiative to identify new opportunities and creative solutions	Skilled in applying a range of statistical techniques to analysing complex data
3.5 Excellent knowledge of the GDPR and other data protection legislation	
3.6 Excellent attention to detail and an analytical approach to working with data	
3.7	
Personal Attributes and Circumstances	
4.1 A problem solver and solutions focused, motivated by enabling others to achieve against their strategic goals	Excellent interpersonal skills, including the ability to interact effectively and influence a wide range of people both within the University and outside
4.2 A genuine interest in data and passion to use it effectively to achieve business goals	Takes ownership of personal development by identifying training needs and highlighting to manager
4.3 A positive can-do attitude and willingness to operate as part of a team	Excellent senior stakeholder management skills

4.4	A creative and inquisitive approach, continually reviewing and looking at ways to improve existing processes.	
4.5	Self-motivated and highly organised, with the ability to prioritise effectively. Can manage a heavy workload and work under pressure	
4.6	Ability to establish good working relationships and engender confidence at all levels	
4.7	Commitment to customer service excellence principles and practice	
4.8	Embodies and upholds the University's vision and values	

How to Apply

To apply for a Vacancy at the University you must register on the University of Liverpool E-Recruitment site, https://recruit.liverpool.ac.uk

If you have any queries relating to applying for a Vacancy please contact the Recruitment team by email – Jobs@liverpool.ac.uk

Acknowledging your application

Once you have submitted your application you will receive an automatic acknowledgement. Your application can be viewed at any time in the Application History section of your E-Recruitment Account.

Outcome of applications

Vacancies at the University often attract a large number of candidates and it is not always possible to respond individually to every application. If you have not heard from the recruiting department within 6 weeks after the closing date please take it that your application has not been successful.

THE UNIVERSITY IS A MEMBER OF THE ELITE RUSSELL GROUP OF RESEARCH-LED UK UNIVERSITIES
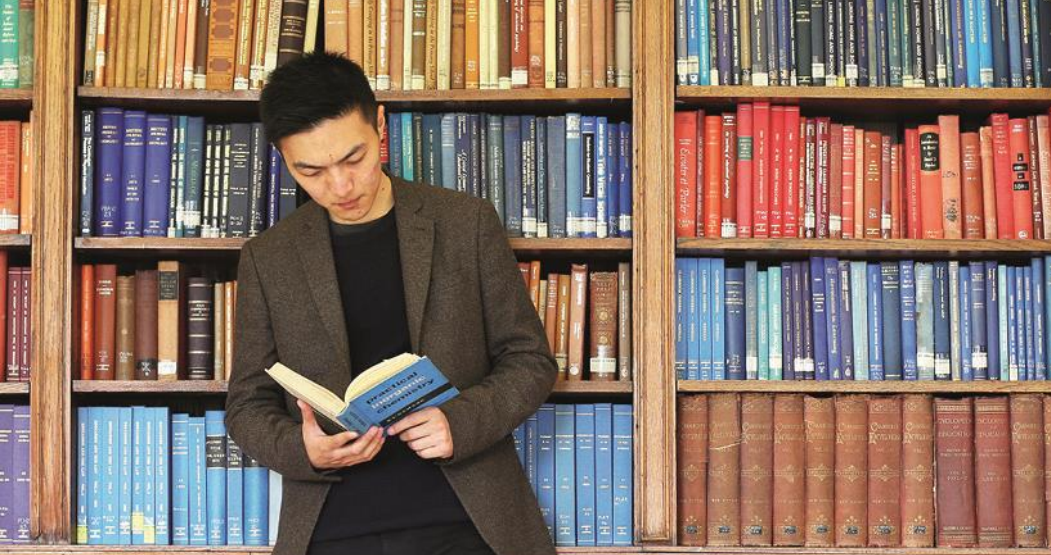
Asylum & Immigration

The University will comply with the Immigration, Asylum and Nationality Act 2006, which requires all employees to provide documentary evidence of their legal right to work in this country prior to commencing employment. Please be aware that you will be required to bring your passport (and visa if applicable) to interview so that it can be copied and verified by a member of the Selection Panel. For posts requiring a recognised degree level or equivalent qualification, and where there is no suitable UK or European Economic Area candidate, the University will take the necessary steps to secure UK Visa and Immigration permission for a foreign national to take up employment.

Should a candidate require a Certificate of Sponsorship in order to take up a post they will need to meet the Home Office Tier 2 Points Based Criteria. A self assessment tool can be found on the UK Visa and Immigration website: https://www.points.homeoffice.gov.uk/gui-migrant-jsf/SelfAssessment/SelfAssessment.

A candidate may also be required to undertake an English Language test prior to commencing work at the University. Details of Home Office approved tests can be found at: **https://www.gov.uk/government/publications/guidance-on-applying-for-uk-visa-approved-english-language-tests**

Further information on the eligibility criteria for Certificates of Sponsorship can be found at: https://www.gov.uk/tier-2-general/eligibility.

National Insurance Number

All employed individuals must possess a UK National Insurance Number. Further information and how to apply for a unique National Insurance Number can be found at: **https://www.gov.uk/apply-national-insurance-number**

Diversity and Equality

The University of Liverpool is committed to diversity and equality of opportunity. All employees and applicants for jobs will be considered on their abilities and will not be discriminated against on the grounds of age, caring responsibilities, colour, disability, employment status, gender, gender identity, marital status, nationality, race or ethnic origin, religion or belief, sexual orientation, socio-economic status or any other irrelevant distinction. Training is available to support career progression within the University.

Two Ticks Disability: Guaranteed Interview Scheme (GIS)

The University of Liverpool is committed to the employment of disabled people, and as part of our commitment, we guarantee to interview all disabled applicants who meet the essential criteria for a post and consider them on their abilities. If your disability prevents you completing the application form by the specified closing date, or when the vacancy closes early, due to a high volume of applications, please call the Recruitment Team to discuss alternative arrangements. **http://www.liv.ac.uk/working/jobvacancies/guaranteedinterviewscheme/**

Micah Liverpool Programme

The University of Liverpool supports the Liverpool Anglican Cathedral Micah Liverpool Programme. Applicants who have successfully completed the programme and meet the essential criteria for the post will be offered a guaranteed interview. Please note that individuals will be confirmed through the Micah Liverpool Programme directly. **http://www.liverpoolcathedral.org.uk/home/micah-liverpool.aspx**

GiveGetGo Volunteer Programme

Applicants who have successfully completed the GiveGetGo Volunteer Programme at the University in Partnership with the Transform Lives Company who meet the essential criteria for the post will be offered a guaranteed interview. Please note that individuals will be confirmed through the GiveGetGo Volunteer Programme directly.
https://www.liverpool.ac.uk/working/jobvacancies/givegetgo/

Accessibility

If you require copies of documentation in alternative formats, for example, large print or Braille, please contact **jobs@liverpool.ac.uk** or telephone 0151 794 6771.

If you have any other requirements which will help you access the application or interview process or employment opportunities at the University of Liverpool, please let us know by contacting **jobs@liverpool.ac.uk** or telephone 0151 794 6771.

Pension

Information about The Occupational Pension Scheme associated with this appointment can be found **here**. You are encouraged to familiarise yourself with the full particulars of the scheme.