



Southampton
Hospitals Charity

Database &

Insights Officer

Recruitment pack



Welcome

Thank you for your interest in the role of Database and Insights Officer. This is the first time that Southampton Hospitals Charity has recruited for this position, and it comes at an exciting time in the Charity's existence. I'm delighted that you may be considering making an application.



On the 1st of April the Charity will launch its new 3-year strategy, the first since we became an independent Charity last year and changed our governance structure. This strategy will set out our vision for how we will grow our reach and impact and continue to deliver improvements to the care our local community receives.

I really believe this is a hugely exciting time to be joining the Charity. This role will be a key enabler, supporting our team with key data and insights. Supporting our fundraising team to help grow our income, our finance team to ensure good financial management and our grants team to support with our grant making function. The role will be a key link between all of these teams.

As a Charity, we raise funds to support our grant-making programmes which have the primary purpose of improving the care and experience patients receive when using the hospitals and services run by UHS.

We are on a new and exciting journey and if you think you have the passion, the experience, and the skills to help us on our way, we'd be delighted to hear from you.

Beth Hall
Director of Operations & Resources

About the Charity

Who we are

Southampton Hospitals Charity works to improve the care and services provided by University Hospital Southampton NHS Foundation Trust. We make grants to support with improving patient care, clinical outcomes, the hospital environment, and pioneering research.

Our incredible supporters enable us to make a difference to thousands of patients every year. Our mission is to raise funds to support world class healthcare at University Hospital Southampton NHS Foundation Trust, and we work to ensure that donations have a real impact for patients, staff, and families.

Our vision

Our vision is for Southampton to be a city of good health, enabled by outstanding medical care and innovative world-leading research.

Our mission

Our mission is to deliver grant programmes that are instrumental in driving outstanding clinical care and outcomes for patients accessing hospital and community services.

Our intention

To Think Big

We will make a significant difference to patients and their families.

To Think Local

We will become Southampton's health charity of choice.

To Think SHC

We will be a best-in-class NHS charity, delivering for supporters.

Our work so far

Modernising patient and family environments

Some of our most impactful work involves refurbishing and creating dedicated patient and family spaces across the hospital. These projects help create modern, comfortable, and welcoming wards, clinical spaces, waiting areas, and relatives' rooms.



Supporting patients in and out of hospital

We are committed to supporting holistic patient care, including patient wellbeing and prevention and early intervention initiatives that promote long-term health and independence.



Research and innovation

From research into new treatments for children with cancer, to exploring the connection between diabetes and liver disease, and investigating how artificial intelligence can support better diagnosis and treatment of patients, we are committed to supporting groundbreaking research and innovation, helping to develop new ways of working and better treatments for patients.



Job and role description

Job title: Database & Insights Officer

Reports to: Director of Operations & Resources

Role purpose

We are excited to be seeking a talented and motivated individual to join Southampton Hospitals Charity as our Database and Insights Officer. This will be our first dedicated database role and will provide the right candidate with a rare opportunity to help configure and oversee the delivery of the Charity's new CRM.

As a key member of our team, you will play a vital role in maintaining the accuracy and compliance of our Beacon database. You will maintain and enhance our database, clean, process, and import data from various sources, and provide database support to colleagues across the organisation. You will be flexible, able to work under pressure and manage a busy and sometimes competing workload.

We are looking for an individual to join our Operations Team who is passionate about data as well as the work we do as a Charity. This role will be key, as we launch our ambitious new strategy to grow our income, reach and impact. Working across teams, the Database and Insights Officer will help shape and guide our key marketing campaigns, fundraising initiatives and impact reporting.



Main responsibilities

Beacon (CRM) management

- Responsible for the front-end day to day management of our CRM (Beacon).
- Maintain data management processes and procedures to ensure data accuracy, consistency, and security.
- Manage and maintain the CRM system, ensuring accurate and up-to-date fundraising and programmes data entry. Accurately processing all income donations and pledges and ensuring others in the team correctly enter and maintain data.
- Develop overall data management structure of supporter records and processes. Develop and maintain information management structures in the CRM system to enable accurate and timely information and reporting.
- Adhere to data protection legislation ensuring the way we gather, record and use data is compliant with latest policies.
- Collaborate with internal teams to ensure smooth operation and optimal use of the CRM system.
- Generate reports and analytics from the CRM system to track and measure key metrics.
- Conduct regular data audits to identify and rectify any inconsistencies or errors in the CRM database.
- Customise and configure the CRM system to meet the specific needs of the organisation.

Financial reconciliation

- Reconcile income processed and investigate any variances, including following up with fulfilment agencies, fundraising teams, platforms etc.
- Run monthly Gift Aid Claims for eligible single gifts and recurring gifts.
- Reconcile the CRM system to the charity's financial software and investigate and correct for any variances.
- Liaise with finance department, to ensure reporting categories are consistent with budgets and financial reports.

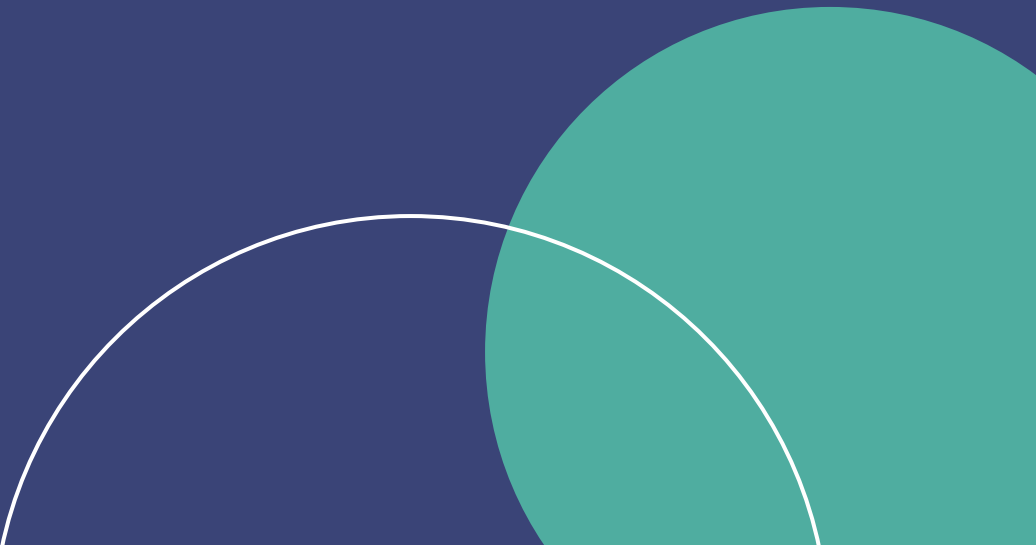
CRM integrations

- Manage and maintain the Mailchimp email marketing integration.
- Manage and maintain payment platform integrations.
- Manage the flow of financial and non-financial data from third-party platforms and agencies, as well as direct income and data streams. This will include cleaning and preparing data, as well as importing it into Beacon.

Reporting, insight and data selection

- Work with the various team to build/test reports and dashboards required to show key performance indicators and target.
- Monitor existing reports set up each month to ensure they are accurate.
- Run data selections for small-scale campaigns as required by the marketing and fundraising team.
- Managing the data specifications and briefs for fulfilment agencies, including undertaking quality analysis of data received from or sent to agencies.

Operational support and general tasks

- Keep procedure guides up to date for processes routinely undertaken.
 - Support and train existing staff to ensure effective use of the CRM.
 - Set up and train new starters on the CRM.
 - Keep abreast of CRM system updates and new features to maximise its functionality.
 - Liaise with Beacon support, external agencies and the wider team to further streamline any data-led processes.
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Person specification

Knowledge and experience

- Previous knowledge and experience of using a CRM fundraising database.
- Experience of managing a database system in a complex environment.
- Experience of handling large and complex data sets using sensitive personal information.
- Previous experience of working in an office environment performing similar duties.
- Knowledge of data protection and GDPR.

Skills, abilities, and behaviours

- Excellent verbal and written communication skills.
- Ability to work on own initiative and as part of a team.
- Good IT skills.
- Excellent administrative, organisational, time management and prioritisation skills.
- Analytical and strategic approach to problem solving.
- Confident with excellent interpersonal skills.
- Ability to work under pressure, to targets and deadlines.
- Good team player who is willing to support and help others in the team.
- Highly organised with excellent attention to detail.
- Professional, diplomatic and discreet - able to maintain confidentiality.



Terms of appointment and how to apply

Reports to: Director of Operations and Resources

Salary: £30,000-£34,000

Hours: 37.5 hours per week

Contract: Permanent

Pattern of work

We offer hybrid working to provide flexibility for our staff. As part of this approach, the required time working in the office for this role will be dependent on contractual hours. For this role 3 days would be required in the office.

Place of work

Southampton General Hospital, Tremona Road, Southampton SO16 6YD. Please note we are also looking at office spaces in and around Southampton

Benefits of working here

- Between 5% and 10% matched pension contribution.
- 27 days paid annual leave (plus bank holidays), pro-rata according to contracted hours.
- Generous enhanced maternity, paternity, and adoption leave schemes, alongside statutory entitlements.
- Access to Occupational Health support.
- Employee benefits package via Vivup.

How to apply

For an informal discussion about the role please contact Beth Hall, Director of Operations & Resources via beth.hall@southamptonhospitalscharity.org

To apply, please send the following to Alex West, Business Manager via recruitment@southamptonhospitalscharity.org:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

Closing date: Wednesday 16th April

Interviews: w/c Monday 28th April



Southampton Hospitals Charity is a charitable company limited by guarantee, registered in England and Wales (Company No: 15421829, Charity No: 1206909).

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