**Job Profile**

Job Title: Data Planning Manager

Directorate: Fundraising, Marketing, Digital and Influencing

Reports To: Customer Experience Data Manager

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: March 2025

**Overall Role Purpose**

The Data Planning Manager helps people with sight loss to live the life they choose by overseeing the complete Guide Dogs campaign plan to ensure adherence to contact strategy rules across all products and for all stakeholder types. The role controls interfaces between the Guide Dogs activity plan and other key planning systems as well as maintaining quality control on data selection requests to ensure requirements are clearly communicated and the use of data is maximised whilst keeping the supporter and stakeholder experience at the heart of any decisions.

The role is also responsible for developing training programmes for colleagues and volunteers to ensure relevant strategies and processes related to data selections are understood and implemented. Driving evolution of Guide Dogs contact strategy to ensure we are offering the right level of contact for our stakeholders balancing this against maximising growth, retention and fundraising return.

**Key Responsibilities**

* Collating the mass communication and marketing activity requirements of the organisation and compiling this into a central Guide Dogs activity plan. Management of the plan, which includes around 2000 activities, through working with various teams and directorates within Guide Dogs to ensure the plan of activities complies with internal contact strategy rules, provides the best supporter experience and maximises Return on Investment (ROI) for Guide Dogs.
* Enforcing Guide Dogs internal contact rules and making recommendations on priority of conflicting communications led by understanding of audiences, the purpose of communications and balancing against Guide Dogs strategic objectives. Collaborating with Strategic Insights Manager to interpret analysis of the Guide Dogs database with focus on the frequency/consistency of direct communication with and subsequent Lifetime Value (LTV) projections of supporters, volunteers and service users. Proactively presenting opportunities to evolve, improve and grow Guide Dogs contact strategy for consideration by Senior Leadership. Leading implementation of subsequent approved changes and improvements to the strategy.
* Reviewing planned activity and proactively suggesting ways to ensure activity can be maximised. Work closely with other Guide Dogs teams to ensure their data requirements and objectives are accurately captured and communicated to Data Selections analysts to facilitate the smooth and effective delivery of fundraising and communication activity. Promote the Customer Experience Data team positively within the organisation.
* Own and maintain key tools underpinning the activity plan and subsequent briefing process. Manage the interfaces between these tools. Conduct training to Guide Dogs staff and volunteers on the activity plan, contact strategy and data related policies and procedures. Offer ongoing support and guidance as required and signposting to necessary compliance with Fundraising Regulator, Chartered Institute of Fundraising, Gambling Commission, Data Protection and all other legislative requirements and best practise guidelines.
* Deputise for the Customer Experience Data Manager as required including attending management meetings, conducting presentations, reporting to Senior Management and making campaign decisions.
* Act as part for the Senior Leadership Team within the Customer Experience Data Team, supporting strategic data projects and development as required.

**Breadth/Scope of Accountability**

**People Accountability**

Number of Direct Reports: 0

Number of Indirect Reports: None

Number of Volunteers Supervised: None

**Financial Accountability**

Annual Income Accountability: Responsible for managing the campaign plan that will help Guide Dogs achieve its target fundraising income.

Assets Managed: None

Budget Accountability: None

**Application of this Job Profile**

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies
* Promote the vision and values of the organisation
* Engage in continuous personal development

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

**Working at Guide Dogs**

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

**Person Specification**

**Education/Qualifications**

**Essential**

* Educated to degree or diploma level in a relevant field, or equivalent working experience

**Job-Related Experience**

**Essential**

* Comfortable working across teams who may have opposing objectives
* Experience working at senior level and within multi-function, cross-directorate teams
* Proven experience of setting up and managing complex procedures
* Exposure to or experience in a data environment

**Desirable**

* Charity sector experience

**Knowledge**

**Essential**

* Significant experience in Excel including VBA programming
* Competent in Word and PowerPoint
* Up to date knowledge of Data Protection Act, GDPR and Charities Act

**Desirable**

* Experience of direct marketing principles and techniques
* Demonstratable knowledge of the charity sector
* Experience of Microsoft Power BI development

**Skills and Competencies**

**Essential**

* Motivation, organisation and multi-tasking skills
* Good time management, prioritisation and negotiating skills
* Logical approach to problem solving
* Excellent communication skills both verbal and written
* Highly numerate and literate
* Ability to understand requirements and translate into clear, concise data specification and visa versa
* Initiative and autonomy to make informed recommendations to senior level

**Behaviours**

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

**Safeguarding**

If the role does or may involve working with children, young people or vulnerable adults, or supervising those that do, we’ll also be assessing ‘safeguarding competencies’ as part of the process. These are:

* Appropriate motivation to work with vulnerable groups;
* Emotional awareness;
* Working within professional boundaries and self-awareness; and
* Ability to safeguard and promote the welfare of children, young people and adults and protect from harm.

**Mobility**

A flexible approach with a willingness to work outside of core hours and away from home when required.

**Job Group (internal use only)**

This role has been evaluated as a Lead Professional, please [follow this link](https://guidedogs.sharepoint.com/:w:/g/EVFk992JMPxKme5qkpDNIwcBg6ZhGdfXjIp14xBSvLQcxw?e=V7fuGq) to view the salary band.