

Job title:	Data & Insights Analyst	Reporting to:	Director of Fundraising
Department/Group:	Hospice-wide role, reporting through Fundraising	Job code/Req no.:	
Location:	HOSF	Travel required:	None
Band	6	Position type:	Full Time 37.5hpw

Main Duties & Responsibilities

Reporting to the Director of Fundraising, the Data & Insights Analyst will provide accurate data, analysis and insight across the Hospice. The role will manage the fundraising CRM, support effective reporting and decision-making, and help teams measure performance against organisational objectives.

The postholder will oversee fundraising income processing, work with teams across the Hospice to deliver useful insight, and line manage the Data Support Officer.

- Lead the effective management, development and governance of the fundraising CRM and related data.
- Undertake regular data cleansing, validation and quality checks to maintain accurate and reliable records.
- Analyse complex data to identify patterns, trends and opportunities and translate findings into practical recommendations.
- Produce reports, dashboards, forecasts and analysis that provide clear insight into Hospice-wide performance, income, risks and opportunities.
- Prepare clear, accurate and timely reports for Directors, the Senior Leadership Team and Trustees.
- Monitor relevant market, sector and demographic trends to inform planning, priorities and organisational decision-making.
- Oversee accurate fundraising income processing and reconciliation, working closely with Finance.
- Improve systems, processes and data quality, identifying opportunities for greater efficiency and automation.
- Line manage the Data Support Officer, setting clear objectives and supporting high standards.
- Work with teams across the Hospice to define measures and objectives and provide actionable insight for planning and decision-making.
- Lead the Data Team in delivering accurate and timely data selections for fundraising campaigns, supporter communications, events and other Hospice-wide commercial initiatives.
- Manage and oversee the supporter thanking process, ensuring donations and other forms of support are acknowledged accurately, appropriately and in a timely manner.
- Provide responsive data support and guidance to all Hospice teams, helping colleagues access, understand and use data effectively.
- Ensure data is managed securely and in accordance with UK GDPR, relevant regulation and Hospice policy.
- Apply commercial awareness when assessing performance, costs, income, return on investment and use of resources.

Qualifications, Skills, Experience, Knowledge & Approach

- Significant experience in a data analyst, business intelligence or comparable analytical role, gained in any sector.
- Strong knowledge of data management, quality assurance and working with complex datasets.
- Strong analytical skills, with experience of producing clear reports, dashboards and insight for decision-making.
- Commercial awareness and the ability to interpret financial and operational information and assess value and return on investment.
- Experience of defining and monitoring objectives and key performance indicators.
- Advanced working knowledge of Microsoft Excel and confidence working with large and complex datasets.
- Working knowledge of UK GDPR and data protection requirements.

• Experience of line management, including setting priorities and supporting performance and development. • A collaborative, organised and solutions-focused approach, with clear communication skills. Desirable • Experience of Donorfy or another CRM. • Experience of data visualisation or business intelligence tools. • Experience in a hospice, healthcare, charity or fundraising setting is welcome but not essential.			
Communication • Communicate data and insight clearly to technical and non-technical audiences. • Build effective working relationships across the Hospice and with external partners.			
Decision Making • Use evidence and sound judgement to identify trends, risks and opportunities. • Take ownership of data quality, reporting, the fundraising CRM and related processes. • Prioritise effectively, manage risk and escalate significant concerns appropriately.			
Mental & Physical Consideration • Ability to deal sensitively with hospice patients, their families, and people who are newly bereaved • Commitment to the aims and ethos of the Hospice • Strong personal awareness and empathy, and ability to manage sometimes challenging emotional situations • Able to work flexibly to deliver the role, including maintaining a regular presence at the Hospice; occasional evening or weekend working and travel to meet donors, partners, suppliers or other stakeholders may be required.			
Working Conditions & Environment			
Health & Safety • Understand and comply with all Health and Safety, Fire and Infection Control regulations • Complete all mandatory training and ensure compliance with direct reports and contractors			
Safeguarding Act in a manner always to safeguard the interests of individual patients/clients and their families and justify public trust and confidence in the Hospice of St Francis.			
Last updated by:	Director of Fundraising	Date/Time:	September 2026