

Job Title:	Digital & Data Lead
Reporting To:	Digital & Data Manager
Salary:	£31,125 - £39,826
Hours:	37.5 hours per week*
Duration:	Permanent
Location:	Hybrid-working

Job Purpose:	<p>The Digital and Data Lead plays a key role in ensuring the Charity's digital systems and data are effective, reliable and used to their full potential across the organisation. Working closely with the Digital and Data Manager, the post holder will lead on the day to day development, optimisation and use of the Charity's CRM (Salesforce) and wider digital systems. The role also provides high quality support, insight and training to colleagues.</p> <p>The role combines strong technical capability with the ability to translate data into meaningful insight, practical improvements and robust governance. This supports informed decision making across the Charity.</p>
Main Duties/Tasks	<p>Digital & Data Leadership</p> <ul style="list-style-type: none"> • Lead the day-to-day administration and continuous improvement of the Charity's CRM (Salesforce) and related digital systems, ensuring they meet the needs of the charity team. • Act as a key point of contact for CRM, data and routine systems queries, diagnosing issues, implementing solutions and escalating more complex matters where required. • Oversee day-to-day data processing within the CRM, including donations from multiple sources and online platforms, ensuring accuracy, consistency and compliance with agreed processes. • Carry out and coordinate regular system maintenance to maintain data integrity, quality, performance, user access and appropriate documentation. <p>Data Reporting & Insight</p> <ul style="list-style-type: none"> • Produce regular and ad hoc analytical reports, dashboards and data extracts from the CRM and other systems to support fundraising performance, operational planning and strategic decision making. • Work with colleagues to understand reporting requirements and present data in a clear, accessible and audience appropriate way. • Proactively identify opportunities to improve data quality, reporting processes, segmentation and the use of insight across the organisation. <p>Training & Support</p> <ul style="list-style-type: none"> • Deliver training and ongoing support to colleagues on the effective use of the CRM and related systems, helping to build confidence, capability and consistency across teams.

- Create and maintain user guidance, process notes and simple procedures to support effective and compliant use of systems.
- Promote good data practice and support colleagues to follow agreed processes for data entry, reporting and information handling.

Governance, Compliance & Security

- Support the Digital & Data Manager in ensuring that systems and processes are compliant with GDPR, data protection legislation and internal policies.
- Promote good data governance, including secure handling of information, appropriate permissions, audit trails, retention standards and robust working practices.
- Contribute to the maintenance, backup and resilience of systems, ensuring risks, issues and breaches are identified and escalated appropriately.

IT Hardware

- Act as a key point of contact for charity team members to liaise with the Trust IT service around on-going day-to-day issues.
- Support the Digital & Data Manager with liaison with the Trust IT service over any systematic changes that are required to support the charity IT hardware infrastructure.
- Help the Digital & Data Manager create new systems and process for new IT hardware that is required by the charity.

Team Working

- Provide day-to-day supervision and support to the Digital & Data Assistant, helping to prioritise work, develop skills and maintain high standards.
- Work collaboratively with the Digital & Data Manager and wider Charity team to ensure digital and data priorities are aligned to organisational needs.
- Build strong working relationships across fundraising, finance, marketing and operations to support joined-up ways of working and continuous improvement.

Other Duties

- Be an outstanding advocate for Alder Hey Children's Charity in line with the core values of the organisation.
- Be an active and supportive member of the Alder Hey Children's Charity team, contributing to the team's development and working collaboratively with colleagues and volunteers.
- Attend and support events run by fundraising teams where required, including occasional out-of-hours working.
- Gain and maintain an in-depth knowledge and understanding of the Charity's work, priorities and future plans.
- Any other reasonable duties as required by your line manager.

Person Specification

	Essential	Desirable
Qualifications, Knowledge and Experience	<ul style="list-style-type: none"> • Experience of administering and developing a CRM system or fundraising database. • Experience of producing complex analytical reports, dashboards and insights to support decision making. • Experience of training and supporting colleagues to use systems effectively. • Experience of efficiently managing and delivering a demanding and varied workload. 	<ul style="list-style-type: none"> • Experience of working at a charity. • Experience of Salesforce. • Experience of line management or day-to-day supervision of staff. • Experience of online fundraising platforms, system integrations or import tools.
Skills and Attributes	<ul style="list-style-type: none"> • Commitment to principles of equality, diversity and collaborative working. • Excellent IT skills including Microsoft Office, with strong Excel capability. • Ability to analyse and interpret complex information and present it clearly for different audiences. • Excellent communication skills, both verbal and written, across a range of audiences. • Ability to build strong working relationships and work collaboratively across teams. • Logical, organised and solutions-focused approach to problem solving. • Self-motivated, positive and able to remain focused while managing competing priorities. • Ability to work effectively as part of a team and independently. • Understand the necessity of dealing carefully and within data protection legislation, with confidential matters, including handling both personal and business critical information. 	<ul style="list-style-type: none"> • Confidence creating user guidance, process documentation or training materials. • Experience of using reporting or visualisation tools.
Additional requirements	<ul style="list-style-type: none"> • Strong interest in working for a children's health charity. • An understanding of and commitment to the values of Alder Hey Children's Charity. • Willingness to get involved with activities across the Charity. • Willingness to occasionally work outside of normal office hours. 	

Our Values

Here at Alder Hey Children's Charity, our values guide the way in which we work. By being courageous, working together, being passionate about our work, and making sure that we are creative in what we do, helps us to deliver the support necessary so that our hospital can continue to deliver the very best care for our young patients and their families. Our values are:

Courage: we try new things and take risks to innovate and drive forward new ideas. We have the courage to speak up and take a stance. We are accountable, responsive and responsible. We are unstoppable.

Together: we work together as one team, sharing our knowledge and learning. We work in partnership with patients, families, supporters and colleagues. We are respectful, celebrate diversity and empower each other to achieve our aims.

Passion: we are passionate about what we do and why we do it. We work together to share and grow. We inspire others.

Magic: we are fun, creative and child led. We create special moments, provide little extras and go further for our brave young patients.

*In April 2025, the charity adopted a four-day working week policy, meaning staff previously working 37.5 hours a week are now working 30 hours a week to enable a four-day working week. We are confident that by embracing a more flexible and balanced approach to work, we can continue to create a thriving and fulfilling work environment while driving growth and success for our charity.

Note: This job description is intended to outline the general nature and level of work performed by employees within this role. It is not exhaustive and may be subject to change or modification as required by the needs of Alder Hey Children's Charity.

Alder Hey Children's Charity will make every endeavour to make any reasonable adjustments for applicants who require assistance in carrying out their duties due to a disability. Alder Hey Children's Charity is committed to equal opportunities and positively welcomes applications from all sections of the community. Alder Hey Children's Charity is committed to safeguarding children and vulnerable adults.

The post holder will be required to complete an enhanced DBS disclosure check.