Role profile

<table>
<thead>
<tr>
<th>Job title</th>
<th>Information Manager</th>
<th>Job family and level</th>
<th>Administrative, Professional and Managerial Level 4</th>
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<tbody>
<tr>
<td>School/Department</td>
<td>Campaign &amp; Alumni Relations Office</td>
<td>Location</td>
<td>University offices as required, and home-working</td>
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Purpose of role

You will be responsible, as part of the Information Management Team, for the proactive management of all alumni, volunteer and donor information. A key part of this role is ensuring the successful management and delivery of complex data requirements to ensure the effectiveness of CARO in achieving its objective of increasing levels of advocacy, volunteering and philanthropic funding.

Main responsibilities
(Primary accountabilities and responsibilities expected to fulfil the role)

<table>
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<th>% time per year</th>
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<tr>
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1. **Recommendations and handling data for communications and alumni activity**
   - Liaise with colleagues from a range of diverse teams within CARO, and the wider University, to produce and capture data for a range of projects (e.g. email newsletters, international events, ranking surveys, alumni social media groups).
   - Use specialist knowledge of the system to advise colleagues of the most appropriate data selection and usage (e.g. targeting based on prior engagement, considering gaps/limitations in data).
   - Undertake complex data queries to create selections and segmentation, using calculations and formulas to correct and modify data where appropriate.
   - Liaise with external suppliers (e.g. print companies, software support, consultants) to successfully deliver projects. Use specialist knowledge and excellent communication skills to carefully explain complex data requirements.
   - Identify and make recommendations for improvement and streamline activity where necessary.
   - Stay abreast of office projects and ensure that data is considered from the outset, and is being used to drive forward data-led decisions to support donations, volunteering and advocacy for the University.

2. **Improving data quality & increasing data quantity**
   - Use discussions with colleagues and specialist knowledge to identify areas to improve data quality and increase data quantity, to best support department goals.
   - Advise and gain support of relevant colleagues to ensure the successful implementation and maintenance of the improvement.
- Implement the solution which may include, but is not limited to, developing or revising procedures, delegating regular query checks, undertaking complex global updates and coding changes as well as liaising with colleagues throughout the University (from schools to professional service departments) and external agencies to acquire new data.
- Ensure colleagues are competent database users by providing structured training and ad-hoc advice to a diverse and multi-level skill group.

### Producing insight, reporting and analysis for office activity

- Provide advice to colleagues across CARO to enable them to accurately analyse, predict, and improve the results of their projects and activity.
- Undertake analysis (e.g. chart summaries, engagement scoring) using appropriate existing methods and specialist software (e.g. Raiser’s Edge, Alteryx, Tableau). Keep abreast of new methods and software, implementing these where appropriate.
- Provide advice to senior managers within CARO and the wider University to determine appropriate reports to monitor office activity (e.g. measuring alumni engagement and satisfaction). Communicate clearly to explain reporting terminology and calculation methods.
- Use specialist technical skills to produce reports that are clear and accessible. Review underpinning data structures and procedures, amending or developing where necessary.

### People Management

- Manage colleagues in the Information Management Team, recruiting, monitoring and supporting the development of team members to ensure that individual contributions are maximised.
- Monitor performance, taking appropriate follow up measures as required.
- Manage common staff welfare issues that are covered by documented procedures, recognising when the matter should be referred to someone else or advice taken on how to respond.

### Being a key advocate of compliance with regulations (specifically those relating to alumni relations, volunteering and fundraising)

- Ensure all work is carried out in accordance with relevant regulations (for example, the Data Protection Act 2018), University policies and best practice guidelines.
- Advise colleagues, throughout CARO and the wider University, to ensure their work also adheres to this (e.g. data capture forms include a suitable privacy policy).
- Refer cases to the Head of Information Management & Compliance as appropriate.

### Teamwork

- Advise and gain support of colleagues within CARO and across the University to contribute to effective management of alumni data.
- Represent the Information Management Team at internal and external meetings, providing opinions and handling questions and objections as required to ensure that the team is appropriately represented.
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<th>Liaise widely across CARO and within the University to gain the support of others to ensure the delivery of Information Management Team activities, where there is no line management responsibility.</th>
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| 6 | **Networks**  
   - Maintain and enhance personal knowledge, skills and networks by keeping abreast of best practice and key developments amongst peer universities and third sector organisations and share information with the rest of the team and CARO.  
   - Network with colleagues across the University, in other higher education institutions and other sectors to share best practice and facilitate exchange of information. | 3% |
| 7 | **Other Duties**  
   - Identify and recommend changes to procedure or policy and contribute to their implementation to deliver benefits and improvements.  
   - Other comparable duties as may be required at the request of your line manager and/or department director. | 2% |
## Person specification

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<th>Essential</th>
<th>Desirable</th>
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| **Skills**           | ▪ Ability to use advanced database/technical skills to improve and/or enhance a system  
▪ Ability to use data preparation and reporting tools to manipulate large data sets for data transfer and analysis  
▪ Proven written and verbal communication skills and an ability to clearly explain data to both a technical and non-technical audience  
▪ Proven analytical and problem-solving capability  
▪ Management skills including coaching, motivation and managing performance  
▪ Ability to manage a diverse and varied workload | ▪ Ability to use Microsoft Packages including Excel, Outlook, Word, PowerPoint |
| **Knowledge and experience** | ▪ Thorough knowledge and understanding of Information (or Database) Management  
▪ Experience of planning and progressing a series of work within general guidelines, using initiative and judgement without recourse to seniors.  
▪ Knowledge or experience of handling sensitive data and an understanding of UK Data Protection legislation | ▪ Experience of working in a higher education or charity environment.  
▪ Experience of using the Raiser’s Edge database, Alteryx, and/or Tableau. |
| **Qualifications, certification and training (relevant to role)** | ▪ A degree qualification in a relevant subject/relevant formal training plus some hands-on experience in a similar or related role OR proven track record of extensive relevant work experience, demonstrating practical and theoretical knowledge of data management, reporting and analysis | |

The University of Nottingham is focused on embedding equality, diversity and inclusion in all that we do. As part of this, we welcome a diverse population to join our work force and therefore encourage applicants from all communities, particularly those with protected characteristics under the Equality Act 2010.
Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University’s strategy, vision and values. The following are essential to the role:

**Valuing people**
Is friendly, engaging and receptive, putting others at ease. Actively listens to others and goes out of way to ensure people feel valued, developed and supported.

**Taking ownership**
Is clear on what needs to be done encouraging others to take ownership. Takes action when required, being mindful of important aspects such as Health & Safety, Equality, Diversity & Inclusion, and other considerations.

**Forward thinking**
Drives the development, sharing and implementation of new ideas and improvements to support strategic objectives. Engages others in the improvement process.

**Professional pride**
Is professional in approach and style, setting an example to others; strives to demonstrate excellence through development of self, others and effective working practices.

**Always inclusive**
Builds effective working relationships, recognising and including the contribution of others; promotes inclusion and inclusive practices within own work area.

Key relationships with others