

Head of Data & Digital Transformation

Job description and person specification

Cruelty Free International is the leading organisation working to create a world where nobody wants or believes we need to experiment on animals.

Our dedicated team are experts in their fields, combining award-winning campaigning, political lobbying, pioneering undercover investigations, scientific and legal expertise and corporate responsibility. Educating, challenging and inspiring others across the globe to respect and protect animals, we investigate and expose the reality of life for animals in laboratories, challenge decision-makers to make a positive difference for animals, and champion better science and cruelty free living.

We are widely respected as an authority on animal testing issues and are frequently called on by governments, the media, corporations and official bodies for advice or expert opinion. We work professionally, building relationships with politicians, business leaders and officials, analysing legislation and challenging decision-making panels around the globe to act as the voice for animals in laboratories.

With a history spanning over 100 years, Cruelty Free International has achieved so much for animals. Bringing the issue to public attention with our dynamic and determined approach, we have inspired generations of politicians, decision-makers and compassionate people to make a difference for animals used in experiments. As the problem has grown, we have stepped up to meet the challenge across the world, placing the issue on the global agenda for the first time. We have saved many thousands of animals from a life of suffering in laboratories, and together we can do so much more.

Established in 1898, Cruelty Free International is firmly rooted in the early social justice movement. Our founder, Frances Power Cobbe, was a formidable women's rights campaigner and philanthropist. Previously known as the 'British Union for the Abolition of Vivisection' or 'BUAV', today Cruelty Free International is the leading organisation working globally to consign animal experiments to the history books.

Proposed vacancy details

Job Title:	Head of Data & Digital Transformation
Role:	This is a full time, fixed term position (12 months)
Location:	Cruelty Free International Hub in central London
Reporting to:	Director of Audience Development and Fundraising
Salary:	£TBC
Benefits:	12-month interest free season ticket loan 25 working days' paid holiday, in addition to Public Holidays' Employer's Ethical Investor's Stakeholder Pension Scheme Generous training and professional development allowance Flexible working hours Childcare Voucher Scheme Ride-to-Work Bicycle Scheme Staff retention policy Work life support scheme
Terms and conditions:	Three-month probationary period

Role purpose

Cruelty Free International has an ambitious new 1000-day strategy to expand its reach and impact to make a lasting difference for animals in laboratories. A crucial part of our strategy is the increasing awareness and effectiveness of our campaigns, educating our audience and the public, and growing our income and audiences to enable us to deliver on our mission.

To achieve our organisational objectives, we must have strong data and digital systems, tools, and processes to underpin our programmes of work. We are therefore looking for a strong and experienced leader to join our Audience Development & Fundraising team to help us develop our capabilities via a dedicated data and digital strategy.

Since 2017, we have been using Salesforce as our CRM alongside various other tools and systems. Following a period of review, we now need to undertake a multi-faceted programme of development to ensure we have the foundations in place we need to deliver on our fundraising and marketing outputs.

This role will lead this crucial piece of work by developing a strategy with a comprehensive roadmap of change. Through the implementation of that strategy, the Head of Data & Digital Transformation will lead on the development of the solutions that fit the needs and challenges our internal teams face, and project manage the delivery of the data and digital development work required.

The Head of Data & Digital Transformation will work in partnership with the Development Manager within the fundraising team to design campaign audience targeting strategies, segmentation, marketing tactics, and required data flows in support of campaigns on an ongoing basis.

Using your highly developed interpersonal skills, with the ability to translate complex data language into easy-to-understand bespoke training packages, the Head of Data & Digital Transformation will lead on the training of all staff required to use the new CRM and its associated digital tools, providing best in class support on an ongoing basis.

The Head of Data & Digital Transformation will manage all internal and external stakeholders connected to the CRM development project as well as any required database administration staff and ensure the seamless continuation of our ongoing BAU database related requirements.

The Head of Data & Digital Transformation will work closely to assist the Director of Audience Development & Fundraising develop a long-term data and digital strategy for a sustainable future.

Key responsibilities

1. In support of the Director of Audience Development & Fundraising develop a 1000-day data and digital strategy and design a phased delivery plan for the development of our data and digital tools linked to our database functionality, supporter record management, donation processing, financial reporting, digital communication tools, supporter care processes, appeal and campaign selections and campaign reporting.

2. Lead the delivery of the programme of development on behalf of the organisation by project managing all aspects of the strategy and delivery plan, developing solutions, designing API's and other automated processes, liaising with all key internal and external stakeholders and provide regular reporting to SMT on progress.
3. Hold day to day accountability for the maintenance and management of Salesforce and related tools and systems.
4. Manage our relationships with all data and digital related external suppliers, including the onboarding of new suppliers where required.
5. As part of the role, you will develop strong working relationships with the Fundraising, Finance, Marketing teams helping to understand and meet their data and digital needs.
6. You will establish organisational ways of working with the database, document all processes and procedures, develop a user manual, and deliver all staff training.
7. As data champion at Cruelty Free International, you will be the main point of contact for data, digital, reporting and analysis requests, delegating as required.
8. Accountability for data quality and system integrity.
9. Work closely with the Director of Audience Development & Fundraising to undertake any other tasks consistent with this post as required.

Person specification

<p>Essential skills, expertise, and understanding</p>	<ol style="list-style-type: none">1. Excellent interpersonal skills including the ability to build and maintain strong relationships with colleagues, suppliers, and consultants.2. Friendly and personable with excellent communication skills; with the proven ability to deal professionally and efficiently with a broad range of individuals.3. Excellent project management skills and experience.4. Ability to manage a programme of change within an organisation, ensuring the engagement and understanding of all stakeholders.5. Significant and proven experience of managing and
--	---

	<p>developing Salesforce and its various components in an NFP organisation.</p> <p>6. Excellent organisational skills including an ability to prioritise and manage multiple tasks and meet SLAs.</p> <p>7. Ability to maintain high levels of accuracy with clear attention to detail at all times.</p> <p>8. Strong commitment to team working, and an ability to build strong, mutually beneficial relationships with colleagues across the whole organisation, including at a senior level.</p> <p>9. A strong understanding of data protection legislation and the ability to apply necessary protocols to ensure the organisation remains compliant.</p>
<p>Qualifications (IT/academic/vocational)</p>	<p>10. Desirable – Salesforce certification and/or training.</p>
<p>Essential experience</p>	<p>11. Demonstrable extensive experience of leading a CRM development project, ideally in the NFP sector.</p> <p>12. Experience of working with and leading a database team.</p> <p>13. Experience of developing Salesforce.</p> <p>14. Experience of leading and delivering an organisational-wide training programme, with follow on support for staff.</p> <p>15. Demonstrable experience of working closely with fundraising and marketing specialists in the design and implementation of campaigns.</p>
<p>Essential Specific qualities (e.g. attitudes)</p>	<p>16. Excellent approach to team working.</p> <p>17. Proven ability to exercise discretion in respect of confidential information.</p>
<p>Desirable</p>	<p>18. Familiarity with the charitable and not-for-profit sector.</p> <p>19. Knowledge of the issues affecting Cruelty Free</p>

	International as a small, not-for-profit organisation working to create a world where nobody wants or believes we need to experiment on animals.
--	--

Applicant Privacy Notice

What is the purpose of this document?

Cruelty Free International is a "data controller". This means that we are responsible for deciding how we hold and use personal information about you. You are being sent a copy of this privacy notice because you are applying for work with us (whether as an employee, worker or contractor). It makes you aware of how and why your personal data will be used, namely for the purposes of the recruitment exercise, and how long it will usually be retained for. It provides you with certain information that must be provided under the General Data Protection Regulation ((EU) 2016/679) (GDPR).



Data protection principles

We will comply with data protection law and principles, which means that your data will be:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept only as long as necessary for the purposes we have told you about.
- Kept securely.

The kind of information we hold about you

In connection with your application for work with us, we will collect, store, and use the following categories of personal information about you:

- The information you have provided to us in your curriculum vitae and covering letter.

- The information you have provided on our application form, including name, title, address, telephone number, personal email address, date of birth, employment history, qualifications.
- Any information you provide to us during an interview.

We may also collect, store and use the following types of more sensitive personal information:

- Information about your health, including any medical condition, health and sickness records.

How is your personal information collected?

We collect personal information about candidates from the following sources:

- You, the candidate.
- Any recruitment agency, from which we collect the following categories of data.
- Your named referees, from whom we collect the following categories of data.

How we will use information about you

We will use the personal information we collect about you to:

- Assess your skills, qualifications, and suitability for the role.
- Carry out background and reference checks, where applicable.
- Communicate with you about the recruitment process.
- Keep records related to our hiring processes.
- Comply with legal or regulatory requirements.

It is in our legitimate interests to decide whether to appoint you to the role since it would be beneficial to our business to appoint someone to that role.

We also need to process your personal information to decide whether to enter into a contract with you.

Having received your CV and covering letter **OR** your application form, we will then process that information to decide whether you meet the basic requirements to be shortlisted for the

role. If you do, we will decide whether your application is strong enough to invite you for an interview. If we decide to call you for an interview, we will use the information you provide to us at the interview to decide whether to offer you the role. If we decide to offer you the role, we will then take up references before confirming your appointment.

If you fail to provide personal information

If you fail to provide information when requested, which is necessary for us to consider your application (such as evidence of qualifications or work history), we will not be able to process your application successfully. For example, if we require a credit check or references for this role and you fail to provide us with relevant details, we will not be able to take your application further.

How we use particularly sensitive personal information

We will use your particularly sensitive personal information in the following ways:

- We will use information about your disability status to consider whether we need to provide appropriate adjustments during the recruitment process, for example whether adjustments need to be made during an interview.
- We will use information about your race or national or ethnic origin, religious, philosophical or moral beliefs, or your sexual life or sexual orientation, to ensure meaningful equal opportunity monitoring and reporting.

Information about criminal convictions

We do not envisage that we will process information about criminal convictions.

Automated decision-making

You will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

Data sharing

Data security

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need-to-know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality. Details of these measures may be obtained on request.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

Data retention

How long will you use my information for?

We will retain your personal information for a period of six months after we have communicated to you our decision about whether to appoint you to the role. We retain your personal information for that period so that we can show, in the event of a legal claim, that we have not discriminated against candidates on prohibited grounds and that we have conducted the recruitment exercise in a fair and transparent way. After this period, we will securely destroy your personal information in accordance with applicable laws and regulations.

If we wish to retain your personal information on file, on the basis that a further opportunity may arise in future and we may wish to consider you for that, we will write to you separately, seeking your explicit consent to retain your personal information for a fixed period on that basis.

Rights of access, correction, erasure, and restriction

Your rights in connection with personal information

Under certain circumstances, by law you have the right to:

- **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- **Object to processing** of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer** of your personal information to another party.

If you want to review, verify, correct, or request erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, please contact the Deputy Chief Executive in writing.

Responsibility for data protection compliance

The Deputy Chief Executive is responsible for overseeing compliance with this privacy notice. If you have any questions about this privacy notice or how we handle your personal information, please contact the Deputy Chief Executive. You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues.