

Data Strategy Implementation Lead

DIRECTORATE:	Corporate Services/Strategic Marketing
SECTION:	
REPORTING TO:	Director of Corporate services
CONTRACT:	Permanent

OVERALL PURPOSE OF THE JOB

Diabetes UK is the leading diabetes charity in the UK. Our mission is that by bringing people together to work in partnership, we will support those living with diabetes, prevent Type 2, make research breakthroughs in diabetes and ultimately find a cure. We know that if we are going to tackle the diabetes crisis successfully, collectively we will need to engage and inspire a huge new community of support, who can work with us to reduce the impact of this devastating condition. In an uncertain and changing environment, realising a future focussed, flexible and responsive organisational strategy will be fundamental to our success.

This is a new role for an experienced senior programme management lead to play a pivotal role in the implementation of the first stage of our data strategy. This is a new initiative which sets out to harness our data to improve the beneficiary/supporter experience through greater knowledge and insight. The data strategy supports our strategic marketing approach to raise our ability to connect with individual people at scale through deeper engagement with them.

The role will provide operational as well as strategic leadership and direction, in order to transition our resources and activities towards achieving the data strategy goals during its first phase. The post holder will have the experience of delivering multiple complex programmes across different parts of the organisation and the ability to understand and communicate technical and non-technical information to a range of senior stakeholders is imperative.

The role will report directly into the Director of Corporate Services and will form a close working relationship with the Assistant Director of Marketing & Communications.

WORKING RELATIONSHIPS:

Inside Diabetes UK
Director of Corporate Services, Assistant Director of Marketing & Communications, Director of Engagement and Fundraising, Head of IT, Head of Digital, Head of Business Support. Other relevant senior leads and delivery colleagues from across Diabetes UK including other programme managers.
Outside Diabetes UK
Peers in other charities and sectors, relevant groups/forums, external consultants

MAIN DUTIES AND RESPONSIBILITIES:

1. Operational leadership of implementing stage one of our data strategy
 - Integrating activities across teams within different parts of the organisation to provide a coherent implementation plan including identifying investment requirements
 - Leading and collaborating with existing colleagues to effectively implement the plan, including proactively resolving misalignment, barriers to progress and inefficiencies
 - Providing standardised data definitions across Diabetes UK as a pre-cursor to greater devolvement of data management

- Leading the mapping of data processes to establish responsibility and drive improvements
 - Monitoring and reporting progress against the plan including KPIs and reports to key stakeholders as required
2. **Providing advice and guidance on the longer term implementation of the strategy**
- Provide recommendations on implementing the next stages of the data strategy
 - Providing recommendations on our operational structure based on a thorough review of relevant best practice in other organisations
 - Collaborate with leaders of other initiatives, plans and strategies within Diabetes UK to ensure they are aligned to the data strategy

PERSON SPECIFICATION:

The best person for this job will be able to:

- Understand data at a strategic level and an awareness of how this is aligned to the organisation's strategic marketing approach to engage with its beneficiaries and supporters.
- Have a sound understanding of implementing a data strategy at a technical level (encompassing both data and digital)
- Guide and influence senior leadership as well as working at a operational level
- Communicate effectively to both technical and non-technical audiences
- Understand the wider context of evolving organisational structure to meet the demands of an increasingly insight-driven operating model
- Deliver multiple complex programmes using efficient and strategically-driven governance structures

The best person for this job will have experience in:

- Data management to meet strategic marketing goals, ideally with experience from a number of organisations
- Programme management, including governance, budget and quality assurance
- Delivering programmes which are highly technical
- Leading a new approach to the data insights across different parts of an organisation

The best person for this job will be:

- Prince 2 and/or MSP qualified, or equivalent programme/project management methodologies
- Able to provide oversight and leadership to the programme of work
- An excellent communicator with ability to engage with senior stakeholders in different parts of the organisation
- Able to influence and be persuasive in delivering key messages to stakeholders both externally and internally
- Driven and solution focused
- Able to build excellent working relationships with a range of stakeholders both internally and externally