

DATA AND INSIGHTS MANAGER JOB DESCRIPTION

Role:	Data and Insights Manager (0.8 FTE)
Location:	Home-based within the UK, with occasional travel for team meetings
Salary:	£36,000-39,000 (0.8 FTE)
Type:	Part-time
Job contract:	Permanent
Responsible to:	Head of Communications, Marketing and Digital
Benefits:	Flexible working arrangements, 28 days of annual leave, bank holidays (FTE pro rata for part-time) + 1 day off for your birthday, 5% pension scheme and Employee Assistance Programme

About Overcoming MS:

Every five minutes, someone, somewhere in the world is diagnosed with multiple sclerosis (MS). For many, those words are followed by fear, uncertainty and unanswered questions. Too often, people leave appointments without knowing how nutrition, exercise, stress management and other evidence-based lifestyle changes can play an important role alongside medical treatment.

Overcoming MS is the leading global charity dedicated to helping everyone with MS live well. We turn the best available evidence into practical support people can use every day. Together with our global community and healthcare professionals, we're working to make healthy lifestyle support part of everyday MS care.

Job summary:

As Overcoming MS enters its next phase of growth, data, digital insight and audience understanding will play an increasingly important role in helping the charity deliver its strategy and maximise its impact.

The Data & Insights Manager will lead the organisation's approach to data, audience insight and digital performance, ensuring that information is transformed into meaningful insight that supports better decision-making, improves supporter engagement and strengthens organisational effectiveness.

Working across Communications, Fundraising and Services, the postholder will oversee website performance, audience segmentation, reporting, data governance and organisational insight. They will champion a data-informed culture while ensuring colleagues have access to high-quality data, clear reporting and practical recommendations to improve performance.

The role combines operational delivery with continuous improvement and strategic development. Technical CRM development will be delivered through external specialist partners, allowing the postholder to focus on organisational insight, audience development and digital optimisation.

Key Responsibilities

1. Reporting, Insights & Decision Support

- Provide meaningful analysis and insight that enables evidence-based decision-making across the organisation.
- Produce organisational dashboards and KPI reporting.
- Develop Power BI reports and visualisations for the Leadership Team and Board.
- Produce campaign evaluation and performance reports.
- Identify trends in supporter behaviour and organisational performance.
- Analyse campaign effectiveness and recommend improvements.
- Develop predictive and trend reporting where appropriate.
- Support strategic planning through data-driven insight.

2. Audience & Supporter Development

- Develop a deeper understanding of audiences to improve engagement, retention and organisational impact.
- Support campaign segmentation and targeting selections for fundraising, communications and service delivery.
- Maintain audience reporting and engagement analysis.
- Develop audience segmentation models and map supporter and service-user journeys.
- Analyse behavioural trends across different audiences.
- Identify opportunities to improve acquisition, retention and engagement.

3. Data Governance & Continuous Improvement

- Ensure the charity maintains high standards of data quality, governance and operational efficiency.
- Support GDPR compliance and data governance processes.
- Monitor data integrity across organisational systems.
- Improve data governance frameworks and organisational standards.
- Identify opportunities to automate manual processes.
- Support the development of scalable systems and processes.

4. Data Capability & Organisational Development

- Champion the effective use of data across the organisation and build organisational confidence in data-driven decision-making.

- Train and support colleagues in the effective use of data and reporting tools.
- Develop user guidance and documentation and promote consistent reporting standards.
- Lead cross-organisational data improvement projects.
- Increase organisational confidence in using insight to inform decisions.
- Build strong relationships with teams to understand emerging information needs.

5. Website Performance & CMS Management

- Lead the ongoing management and optimisation of the charity's website, ensuring it delivers an excellent user experience and supports organisational objectives.
- Monitor website health, accessibility and technical performance.
- Work with external website developers to resolve issues and implement improvements.
- Analyse user journeys and identify opportunities to improve engagement.
- Ensure accessibility standards continue to improve across the website.
- Develop recommendations to improve digital performance and user experience.

Person Specification

Essential

Experience

- Experience producing dashboards, KPI reporting and organisational insight.
- Strong analytical skills with experience using Power BI and advanced Excel.
- Experience developing audience insights and segmentation.
- Experience interpreting website analytics and digital performance metrics.
- Experience improving organisational reporting and decision-making.
- Experience working with CRM systems (Microsoft Dynamics desirable) and managing data effectively.
- Experience working with multiple stakeholders to translate business needs into actionable insight.
- Experience delivering continuous improvement projects.

Knowledge

- Strong understanding of data governance and GDPR.
- Understanding of website analytics, digital marketing metrics and conversion tracking.
- Knowledge of audience segmentation and customer journeys.

- Understanding of reporting methodologies and performance measurement.
- Knowledge of accessibility principles and digital best practice.

Skills

- Excellent analytical and problem-solving skills.
- Ability to interpret complex data and communicate clear recommendations.
- Strong stakeholder management and influencing skills.
- Excellent written and presentation skills.
- Ability to manage multiple priorities simultaneously.
- Strong attention to detail while maintaining strategic perspective.

Desirable

- Experience with Microsoft Dynamics.
- Experience using Google Analytics 4.
- Experience using Power BI.
- Experience working with charities.
- Experience supporting website redevelopment or digital optimisation projects.
- Understanding of Power Automate or workflow automation (from a business process perspective rather than technical development).

How to apply

If you are interested in applying for the Data and Insights Manager role, please submit your CV and cover letter via [CharityJob](#).

Application timeline:

- Deadline for applications: 16th August at 4pm.
- Shortlisting: 17th August.
- First round interview: 20th and 21st August.
- Second round interview: TBC.