

## Senior Data Visualisation Manager

<b>Job Level</b>	5	<b>Job Reference No:</b>	10800
		<b>Role review date:</b>	Oct 2024
<b>Directorate</b>	Marketing & Fundraising	<b>Function</b>	Insight & Analytics
<b>Service</b>	Data and Insight	<b>Reports to:</b>	Senior Head of Data & Insight

### Scale and scope of role

<b>Direct reports</b>	0	<b>Indirect reports</b>	0
<b>Budget responsibility/ accountability</b>	Up to £50k	<b>Accountable for other resources</b>	Contractors & 3 <sup>rd</sup> parties as required

### Context

We help anyone, anywhere in the UK and around the world to get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over. We help them to recover and move on with their lives.

We are part of the Red Cross and Red Crescent global humanitarian network.

### Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

### Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

## Purpose of the role

This is a role in our newly created integrated marketing and fundraising directorate. This role will help lead the delivery of our priority fundraising and marketing goals, including annual net income growth of £30m p.a. by 2030.

The Data Visualisation Manager serves as a key business partner, driving data-led insights that influence strategic decision-making and planning activities within and outside the directorate.

The Data Visualisation Manager is also a key technical expert and leader responsible for transforming raw data into actionable insights through analytics engineering, data modelling, and visualisation.

Additionally, the Data Visualisation Manager will lead initiatives to document, understand, and train staff on data solutions, building a culture of data fluency and empowerment within the organisation.

The emphasis is also on fostering a robust Tableau community and ensuring business users are equipped to make data-enabled and evidence-based decisions, along with training, coaching and supporting data analysts in their development and delivery approach.

This role is the lead to deliver the BI reporting workstream as part of the Data Platform – Data Warehouse replacement project, to review and redevelop business critical reporting and dashboards for Marketing & Fundraising.

## Key responsibilities

### Data Strategy and Business Partnering

- Act as a strategic partner for stakeholders across the organisation, including outside the directorate, to understand their data needs, gather requirements, and provide tailored solutions that drive business outcomes.
- Develop and manage scenario-based analyses, advising stakeholders on the financial and operational impacts of different scenarios to support planning and strategic decision-making.
- Collaborate closely with finance and business teams to ensure alignment of data insights with financial planning, budgeting, and forecasting activities, applying financial controls and acumen in data analysis.

### Technical Specialism

- Lead the design, implementation, and delivery of a well-architected data visualisation strategy for line of business services, applying modern standards and practices, and evaluating of other relevant strategies and policies.
- Ensure appropriate monitoring is in place to support the optimisation of data storage and management technologies for cost, resilience, and performance.
- Prioritise and define approaches to understand the data visualisation & analytical engineering requirements, guiding others in doing so as well as selecting and using well-understood technologies by managed levels of risk, manageable business, and technical complexity, and meaningful impact.

- Support the selection and on-going management of third parties, such as specialist support partners and managed service providers.

### **Data Visualisation and Enablement**

- **Create and Deliver Impactful Visualisations:** Use tools such as Tableau, PowerBI, and Looker to develop dynamic dashboards that convert complex datasets into clear, actionable insights tailored to the needs of different stakeholders.
- **Lead Tableau Community Development:** Establish and grow a Tableau community within the organisation by providing resources, best practices, and training opportunities, enabling users to create and interpret visualisations effectively.
- **Apply Data Visualisation Best Practices:** Develop and promote standards for data visualisation, ensuring dashboards are intuitive, visually engaging, and designed to facilitate data-driven decision-making.
- **Standardise data visualisation practices and templates:** Create consistent templates and visual guidelines for dashboards and reports to ensure a cohesive look and feel across the organisation, tailoring outputs to meet the diverse needs of business users.

### **Performance Management and Analytical Insights**

- **Define and Monitor KPIs and OKRs:** Work with stakeholders to set up and track Key Performance Indicators (KPIs) and Objectives and Key Results (OKRs), using dashboards and reports to provide actionable insights that align with organisational goals.
- **Support Decision-Making with Data Assets:** Build datasets and analytical tools that empower stakeholders to access, explore, and utilise data for strategic decisions. Ensure that these assets are reliable, compliant, accessible, and easy to understand for non-technical users.
- **Apply a financial lens to performance data,** identifying cost drivers, revenue opportunities, and efficiency improvements that support strategic goals.
- **Develop and maintain dashboards and reports that track financial and operational performance,** providing actionable recommendations to senior management based on data-led insights.
- **Performance Analysis and Reporting:** Regularly review performance metrics and dashboards, providing insights and recommendations based on data analysis to support continuous improvement and organisational growth.

### **Analytics Engineering and Data Pipeline Development**

- **Develop and Automate Data Pipelines:** Design, implement, and manage data pipelines using dbt, Databricks, and SQL, ensuring data is ingested, transformed, and structured efficiently. Build modular, reusable data models that support analytics and visualisation, optimising for performance and scalability.

- Leverage dbt for Modular Data Modelling: Utilise dbt to create, test, and document models that align with the organisation's business rules, ensuring transparency, traceability, and consistency across all data processes.
- Maintain Data Quality Across Pipelines: Implement validation tests and monitoring within dbt to uphold data accuracy and integrity. Resolve issues proactively to support reliable reporting and insights generation.

### **Documentation, Understanding, and Training on Data Solutions**

- Develop Comprehensive Documentation: Maintain thorough, up-to-date documentation for all data models, dashboards, and processes using tools like dbt's documentation capabilities. This ensures transparency, supports team collaboration, and facilitates compliance with governance requirements.
- Develop & lead training sessions and workshops to build data fluency across the organisation, empowering teams with self-service analytics capabilities and driving a culture of continuous improvement. Empower users to become self-sufficient in building and interpreting reports.
- Create and Maintain Knowledge Repositories: Develop a centralised knowledge base and comprehensive documentation, for data models, ETL processes, and visualisation assets including FAQs, troubleshooting guides, and best practice documents, Ensuring transparency and traceability for team collaboration and compliance.
- Promote Data Fluency Across Teams: Lead initiatives to increase data literacy within the organisation, fostering a culture where team members feel confident and capable of using data solutions to drive their own analysis and decision-making processes.

### **Data Governance, Security, and Compliance**

- Ensure Compliance with Data Protection Regulations: Embed security measures within data solutions, ensuring compliance with industry standards and data protection regulations (e.g., GDPR) to protect data privacy and integrity.
- Establish Data Management Policies: Collaborate with data and information governance teams to create and enforce data management policies that structure and maintain data assets responsibly and consistently.
- Maintain Clear Documentation for Transparency: Ensure that all aspects of data solutions, from data pipelines to dashboards, are well-documented to promote transparency and support collaboration across teams.

### **Team Leader**

- All team members understand their responsibilities and objectives,
- All resources involving staff are managed in accordance with BRC policies and procedures,
- All staff are kept informed of all relevant organisational plans and updates on development,
- Team ideas and comments are communicated and forwarded appropriately.

## Team Member

- Actively participate in all team meetings,
- Support other team members,
- Work and behave in accordance with all BRC policies, procedures and in line with our Values in Action,
- Uphold the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamics).

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

## Pre-engagement checks

### Criminal Records

Type of criminal record checks required for this role:

England and Wales – Disclosure and Barring Service (DBS)
• None
Scotland
• None
Northern Ireland
• None

Drivers Check - Required – No

## Person Specification

Requirements	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
Knowledge and Skills	S	I	A
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• <b>Business Partnering and Stakeholder Management:</b> Proven ability to engage with stakeholders across various functions, gather requirements, and provide strategic data solutions that drive business and financial outcomes.</li> <li>• <b>Financial Acumen:</b> Understanding of budgeting, forecasting, and financial controls, with experience using data to influence strategic decision-making and planning activities.</li> <li>• <b>Advanced Proficiency in Data Visualisation Tools:</b> Strong expertise in Tableau, PowerBI, and similar tools, including the ability to design impactful, user-friendly dashboards and apply best practices in data visualization tailored to business needs.</li> <li>• <b>Expertise in Analytics Engineering Tools:</b> Proficiency in dbt for data modelling and transformation, with experience using dbt Cloud for automated workflows, documentation, and version control.</li> <li>• <b>SQL and Databricks Proficiency:</b> Advanced knowledge of SQL for complex data querying and transformation, and experience with Databricks (or equivalent) for building, managing, and optimising data pipelines and scalable analytics solutions.</li> <li>• <b>Strong Analytics Engineering Skills:</b> Experience in developing and maintaining robust, modular data models using dbt, focusing on creating analysis-ready datasets that align with business logic and support self-service analytics. Expertise in implementing data transformations that follow analytics engineering best practices, ensuring data reliability, consistency, and traceability.</li> <li>• <b>Cloud Technologies Familiarity:</b> Knowledge of cloud data solutions, specifically Azure, including Azure Data Lake, Azure Databricks, and integration services to leverage scalable and secure data architectures.</li> <li>• <b>Data Documentation and Governance:</b> Ability to develop comprehensive documentation for data models, pipelines, and visualisations using tools like dbt, ensuring transparency, traceability, and compliance with governance policies.</li> <li>• <b>Strong Analytical and Problem-Solving Skills:</b> Ability to interpret complex business requirements, translate them into technical solutions, and optimize data models to meet organizational needs.</li> <li>• <b>Stakeholder Engagement and Communication:</b> Excellent communication and relationship management skills, with the ability</li> </ul>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>

<p>to engage technical and non-technical stakeholders effectively and translate business requirements into actionable insights.</p> <ul style="list-style-type: none"> <li>• <b>Project Management in an Agile Environment:</b> Experience managing projects using Agile methodologies, including the application of CI/CD practices for efficient development and deployment of BI solutions.</li> <li>• <b>Data Governance and Compliance:</b> Knowledge of data governance policies, including data privacy regulations (e.g., GDPR), and experience implementing and managing compliance controls.</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• <b>Familiarity with Python and PowerShell:</b> Knowledge of scripting languages for automation of data workflows and integration with cloud services.</li> <li>• <b>Experience with CI/CD Pipelines:</b> Practical understanding of CI/CD tools like Azure DevOps or GitHub Actions to automate testing, deployment, and monitoring of data solutions.</li> <li>• <b>Knowledge of Financial Modelling Tools:</b> Understanding of tools and methodologies used in financial modeling and scenario analysis, integrating these with BI solutions.</li> <li>• <b>Knowledge of dbt Cloud's Advanced Features:</b> Familiarity with dbt Cloud's automated testing, version control, and documentation capabilities.</li> <li>• <b>Experience in Data Enablement Initiatives:</b> Previous experience building data literacy programs or leading communities focused on data visualisation tools like Tableau within an organisation.</li> <li>• <b>Tableau (or equivalent) professional certification</b></li> </ul>	X	X	
	X	X	
		X	
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	X		
	X		
<b>Experience</b>	<b>S</b>	<b>I</b>	<b>A</b>
<b>Essential</b>			
<ul style="list-style-type: none"> <li>• <b>Proven Experience in BI Development and Data Visualisation:</b> Demonstrated ability to create impactful data visualizations and dashboards using tools like Tableau, PowerBI, and Looker.</li> </ul>	X	X	
<ul style="list-style-type: none"> <li>• <b>Experience in Data Modeling and Analytics Engineering:</b> Strong background in building and managing data models using dbt and Databricks, including automating data pipelines and implementing ETL/ELT processes in cloud environments.</li> </ul>	X	X	
<ul style="list-style-type: none"> <li>• <b>Track Record of Managing Performance Management Frameworks:</b> Experience in developing and monitoring KPIs and OKRs, providing actionable insights based on performance data to drive business improvement.</li> </ul>	X	X	
<ul style="list-style-type: none"> <li>• <b>Financial Analysis and Scenario Modelling Experience:</b> Proven capability in using data to perform scenario-based analysis, influencing organizational planning and strategic decisions.</li> </ul>	X		

<ul style="list-style-type: none"> <li>• <b>Stakeholder Collaboration and Requirements Gathering:</b> Proven track record of engaging with stakeholders to gather requirements and translate them into technical solutions that support business strategy and decision-making.</li> <li>• <b>Compliance and Governance Management:</b> Experience implementing data governance frameworks and managing compliance requirements within a cloud-based BI environment.</li> <li>• <b>Leading Data Enablement and Training Programs:</b> Experience in developing and delivering training sessions, building data literacy programs, and supporting the growth of a Tableau community or similar initiative within an organisation.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• <b>Experience in Cloud-Based Data Solutions:</b> Knowledge of working with cloud platforms like <b>Azure</b> for managing data storage, transformation, and analytics processes.</li> <li>• <b>Familiarity with Agile and CI/CD Practices:</b> Practical experience managing projects using Agile methodologies and integrating CI/CD practices for efficient solution delivery.</li> <li>• <b>Experience Leading Data Literacy and Enablement Programs:</b> Proven track record of developing and delivering training programs and building data communities within an organisation.</li> </ul>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>		
<b>Additional requirements</b>			
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>- Ensures inclusive practice, challenges discrimination and promotes diversity in line with our <b>Equality, Diversity and Inclusion (EDI) policy</b>.</li> </ul>		<p>X</p>	
<b>Values in Action</b>			
<p><b>Dynamic</b> - We move forward as one team.</p> <ul style="list-style-type: none"> <li>- Every day, we're adapting, innovating and learning.</li> <li>- When the unexpected happens, we are calm, quick and efficient.</li> <li>- We respond smartly, using clear processes and systems.</li> </ul> <p><b>Compassionate</b> - We stand for kindness.</p> <ul style="list-style-type: none"> <li>- People come first, no matter who or where they are.</li> <li>- We have genuine, open-minded conversations.</li> <li>- Together, we're a united force for good.</li> </ul> <p><b>Inclusive</b> - We are open to all.</p> <ul style="list-style-type: none"> <li>- We treat each other with dignity and respect.</li> <li>- Every person's uniqueness is valued, supported and celebrated.</li> <li>- Our individual backgrounds and experiences make our organisation stronger.</li> </ul> <p><b>Courageous</b> - We are bold.</p> <ul style="list-style-type: none"> <li>- We show our strength by doing the right thing.</li> <li>- We aren't scared to test our creative ideas.</li> <li>- As humanitarians, we go the extra mile to help people in crisis</li> </ul>			



We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.