

Senior Operations and Performance Measurement Manager

Job Level	Level 5	Job Reference No:	#10245
		Role review date:	
Directorate	Marketing & Fundraising	Function	Data & Insight
Service	Data & Insight	Reports to:	Senior Head of Data & Insight

Scale and scope of role

Direct reports	N/A	Indirect reports	0
Budget responsibility/ accountability	N/A	Accountable for other resources	N/A

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 leadership 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 Senior Operations & Performance Measurement Manager will be instrumental in ensuring the smooth functioning of the department while driving performance measurement and evaluation initiatives. Your primary focus will be on optimising operations, managing resources effectively, and developing comprehensive performance frameworks, implementation and delivery of performance metrics to enhance our understanding of marketing & fundraising performance and facilitate continuous improvement.

Key responsibilities

Performance Measurement

- Collaborate closely with stakeholders to determine measurement priorities and define key performance indicators (KPIs) leveraging both quantitative and qualitative data sources.
- Develop comprehensive performance frameworks to support the understanding of performance and help improve it,
- Produce regular performance reports and dashboards to support stakeholder decision-making,
- Champion best practice in performance measurement, supporting others to improve the way they interpret data.

Quarterly planning and delivery

- Document and action a robust process to seek stakeholder input into the D&I team's quarterly planning, ensuring:
 - there is a clear and understood approach to prioritisation,
 - expectations for project progress and scope are set
 - communication of, and regular updates to, a plan,
- Ensure processes are in place, and are regularly reviewed and iterated on, to efficiently and effectively manage and deliver these quarterly priorities,
- Provide direction and steer for projects and ensure progress against the agreed aims and objectives,
- Manage the team's resources to focus and deliver against the organisation's strategic priorities ensuring all projects and tasks are justified and have a strong business case,
- Integrate Data and Insight planning into broader business planning i.e. M&Fr, BRC and technology planning.

Business Partnering

- Act as a business partner with the Marketing & Fundraising Strategy team
- Understand, manage and deliver against stakeholders' expectations meeting the data and insight related needs of marketing and fundraising teams,
- Be responsible for embedding and monitoring a business partnership model, inputting into and managing the execution of the data elements of strategies and plans for marketing and fundraising teams – accommodating a varied level of experience and expertise in relation to data,
- Act as a strategic business partner, providing insights and recommendations to enhance decision-making and drive performance improvements.

Resource and budget management

- Regularly review activity and budgets, tracking year-to-date performance and ensuring there is an accurate picture of spend,
- Identify short- and long- term risks and suggest tactical opportunities to the Senior Head of D&I,

Stakeholder and supplier management

- Lead and ensure due diligence in the creation, development and maintenance of excellent working relationships with contracted external suppliers to help achieve the department's objectives,
- Manage and deliver against internal stakeholders' expectations meeting the data and insight related needs of Marketing & Fundraising departments and teams,

- Ensure all necessary internal parties are involved in reviewing and feeding into contracts so as to reduce risk and gain agreement, negotiate all contracts to ensure value for money for BRC,
- Liaise closely with various senior stakeholders to ensure plans are in place to mitigate risk and to agree approaches to and interpretation of data processing and management.

Leadership Behaviours

- Authentic, consistent, and honest leader,
- Actively listens and allows others to be heard,
- Adaptable to changing needs, pressures, and opportunities,
- Empowers others based on their skills and expertise,
- Dynamic, inclusive, compassionate, and courageous.

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)		
	S	I	A
Knowledge and Skills			
Essential			
- A robust understanding of performance measurement methods including defining and tracking key performance indicators	x	x	
- Proficiency in data analysis techniques and interpretation		x	x
- Broad technical understanding	x	x	x
- Strong project management skills	x	x	
- Excellent communication and stakeholder management skills	x	x	
- Experience in resource and budgetary management	x		
Desirable			
- Familiarity with Marketing & Fundraising techniques and strategies	x		
- Proficiency in data visualisation tools and techniques, and the ability to create visually engaging dashboards and reports to convey complex information clearly.	x	x	
- A commitment to continuous learning and development.	x	x	
Experience	S	I	A
Essential			
- Demonstrate a track record of successfully leading performance measurement and evaluation initiatives, preferably within the non-profit sector	x	x	
- Experience defining and tracking key performance indicators (KPIs), developing measurement frameworks, and analysing data to derive actionable insights	x	x	
- Setting clear objectives and managing resources and timelines			
- Experience of collaborating with diverse stakeholders, understanding their needs and priorities, and driving alignment towards common goals	x	x	
- Experience of using data visualisation tools and techniques (e.g. Tableau, PowerBI etc),	x	x	
- Ability to interpret business requirements and create technical and data briefs as a result.	x		
Desirable	x		
- Experience working within the charity sector or non-profit	x		x
Additional requirements			
Essential			
- Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy .		x	

Values in Action

Dynamic - We move forward as one team.

- Every day, we're adapting, innovating and learning.
- When the unexpected happens, we are calm, quick and efficient.
- We respond smartly, using clear processes and systems.

Compassionate - We stand for kindness.

- People come first, no matter who or where they are.
- We have genuine, open-minded conversations.
- Together, we're a united force for good.

Inclusive - We are open to all.

- We treat each other with dignity and respect.
- Every person's uniqueness is valued, supported and celebrated.
- Our individual backgrounds and experiences make our organisation stronger.

Courageous - We are bold.

- We show our strength by doing the right thing.
- We aren't scared to test our creative ideas.
- As humanitarians, we go the extra mile to help people in crisis

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.