

Marketing Permissions Lead

Duration:	Fixed term – 6 months
Salary:	£52,000 per annum pro rata
Job Level:	Level 3
Hours:	17.5 hours per week. Other flexible arrangements will be considered
Disclosure Level:	Basic
Team:	Personal Data Compliance (PDC) Project Team
Reports to:	Head of Data and Analytics
Location:	Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Personal Data Compliance team are delivering a strategically important programme of work to improve practice in relation to data protection, both to enact specific policy guidance and to resolve priority areas of data protection compliance risk within UNICEF UK (UUK). A key deliverable of the PDC programme are projects focused on the management of marketing permissions for supporters of UUK.

ABOUT THE ROLE

We are looking for a candidate with knowledge and experience of the management of supporters within a charity or similar sector, including an understanding of how business teams interact with supporters to drive engagement through marketing activity, advocacy and delivering specific programmes of work. Additionally required is an understanding of the compliance framework within which UUK operates including UK GDPR, the Privacy and Electronic Communications Regulations and other data protection regulations. The successful candidate will have experience of delivering strategically important projects and working to tight deadlines. Crucial to successful delivery will be developing strong relationships with senior colleagues and providing advice and guidance to the leadership team.

What we will expect you to achieve

- Retain a large number of supporters whose lawful basis are due to expire in 2025.
- Develop policies and processes to ensure we continue to manage marketing permissions in a compliant way and in line with supporter's expectations.

- Engaging with stakeholders to ensure organisational wide awareness and participation using negotiating and influencing skills
- Inform and lead decision making to ensure the project moves at the pace required to deliver solutions in early 2025.
- Establish and maintain positive relationships with colleagues and teams across the organisation to be the voice of the business teams who rely on being able to communicate with supporters.
- Be the critical friend of the project team to ensure supporters are front and centre in considerations of solutions that are being implemented.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

BEHAVIOURS, EXPERIENCE AND SKILLS

Effective behaviours

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child.

Collaboration

- Consults others and shares expertise, know-how and ideas with colleagues for best results.
- Values diversity, respecting and drawing on colleagues' different perspectives, skills, experience, and knowledge

Communication

- Conveys complex ideas using a variety of methods to engage an audience and win understanding and support.
- Presents complex and difficult messages clearly and with impact.
- Anticipates and responds to the needs of an audience, adapting content, style, language and use of channel to deliver maximum clarity.

Efficiency and effectiveness

- Proactive and assertive self-starter, able to take a lead and work confidently with little oversight.
- Manage conflicting priorities to ensure that objectives are achieved, and deadlines met.
- Systematically plans projects to maximise performance and cost-effectiveness.
- Anticipates risks and puts plans in place to minimise their impact.
- Responds flexibly to unforeseen events such as emergency responses to ensure that effectiveness is not compromised.
- Evaluates work, learns from results and adjusts strategies to provide the best results for children.
- Suggests simplifications to overly complex ways of working to improve results.

Resilience

- Remains positive and quickly recovers from setbacks, keeping problems in perspective.
- Takes a solution focused approach to problem solving to succeed in difficult circumstances.

Relevant experience

- Experience of the management of supporters within a charity or similar sector, including an understanding of how business teams interact with supporters to drive engagement through marketing activity, advocacy and delivering specific programmes of work.
- Experience of delivering data governance projects or has knowledge or experience of data governance concepts.
- Experience of delivering strategically important projects and working to tight deadlines.
- Experience developing strong relationships with colleagues to drive engagement and providing advice and guidance to the senior leadership team.
- Excellent communication (oral and written)
- Ability to prioritise, including decisions on developing tightly focused scope to support realistic delivery

Specific knowledge and skills

- Understanding of legal compliance around collecting and managing personal data, including UK GDPR, the Privacy and Electronic Communications Regulations and other regulatory frameworks on the management of supporters within the charity (or similar) sector.
- Knowledge of the recording and management of supporters within a supporter relationship management platform, for UUK this is Salesforce but experience of other systems would be acceptable.