

# Data & Insights Manager



## Amref Health Africa UK

**Reports to:** Director of Fundraising

**Contract:** Permanent, part-time (21 hrs / 3 days per week)

**Location:** Hybrid – a mix of home working and time in our London (Bermondsey) office

**Salary:** £30,000 (FTE £50,000)

## About Amref Health Africa

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**Amref Health Africa is the largest Africa-based international health development organisation. We work to bring about lasting health change in Africa.**

Headquartered in Nairobi, Amref works in 35 countries to improve access to healthcare and to help create an environment that is conducive to good health. Amref's programmes focus on: child health and nutrition; communicable and non-communicable diseases; health financing; maternal, newborn health; neglected tropical diseases; sexual and reproductive health and rights; and water and sanitation and hygiene. Our programmes align with our [Global Strategy objectives](#): to increase primary healthcare access for all, and to address the social determinants of health such as access to education, gender, and exposure to the impacts of climate change.

Amref Health Africa UK (Amref UK) is an independent UK-registered NGO that exists to support the programme and policy activities of Amref. With a UK-based Board of Trustees and staff team, our main purpose in the UK is to develop and manage partnerships with UK donors who want to support Amref's work in Africa. [Amref UK's Strategy 2024–2030](#) will deliver growth to support the work towards Africa's health transformation. Guided by our organisational values of **Integrity**, **Quality** and **Ubuntu**, we raise funds by engaging supporters and donors from across the giving spectrum.

## About this Role

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We are seeking a highly motivated and detail-oriented **Data & Insights Manager** to lead on the day-to-day development, implementation and utilisation of our Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) tools through our data management platform, Microsoft Dynamics 365. This role is pivotal to embedding a culture of data-driven decision-making across Amref UK, ensuring the integrity and strategic use of our data to enable strategic growth in supporter engagement, retention and income generation.

The Data & Insights Manager will be a key point of contact for colleagues across the organisation, playing an instrumental role in shaping how we gather, manage and utilise data at Amref UK. They will be critical in providing expertise and establishing new ways of working across key Amref UK teams, including Supporter Engagement, Programmes & Strategic Partnerships, Finance, Operations and Senior Management. The postholder will be the organisational expert in Microsoft Dynamics working with senior leaders, Amref HQ ICT, Amref's global Fundraising & Marketing Development team (FMD) and third-party vendors to develop, implement and integrate processes and reporting tools that aid analysis and insight. They will be responsible for delivering improved functionality and system upgrades while maintaining data integrity and compliance requirements. Expertise in relational database design and familiarity with marketing tools such as Google Analytics would also be an advantage.

To be successful in this role, the post holder will need to be a team player who brings a combination of technical expertise, communication skills and business change experience.

# Responsibilities

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## DATA STRATEGY & GOVERNANCE

1. Develop and implement the data strategy for Amref UK, working with key stakeholders to define and assess user requirements, system changes and necessary features and functionalities to ensure full utilisation and best value.
2. Develop, maintain and optimise robust, reliable and accurate data systems and monitoring processes.
3. Create and implement operational milestones and deliverables that are aligned to the Amref UK's Operational Plan, ensuring budgets are planned, tracked and adhered to.
4. Manage user access to Amref UK data platforms, including user creation, rights and closure.
5. Ensure data is managed and structured in line with relevant legislation (including Data Protection, GDPR and HMRC requirements) and Amref's data protection policy.
6. Oversee data governance for Microsoft Dynamics which includes but is not limited to:
  - a. Data standards
  - b. Data Audit
  - c. Data structures
  - d. Reporting
7. Manage the migration of existing Finance systems and platforms onto Microsoft Dynamics ERP.
8. Ensure that the CRM and other marketing platforms are correctly segmented to target marketing activities appropriately.
9. Bring together data securely from multiple sources such as Microsoft Dynamics, market analysis tools and spreadsheets – helping to ensure it is clean and easy to work from.
10. Update and maintain stakeholder records within the CRM system.
11. Working with the FMD team, manage the Amref UK's contribution to the development, implementation and maintenance of Amref's data warehouse.

## DATA ANALYSIS & REPORTING

1. Track and evaluate the success of audience engagement by working with teams to define key performance indicators (KPIs) and providing practical actionable recommendations for improvement.
2. Translate complex data into compelling narratives that support fundraising campaigns, donor stewardship, and impact reporting.
3. Contribute data and research insights to strengthen funding bids, stakeholder engagement, and to support everyday decision-making across the Amref UK.
4. Working with the global Fundraising Office to analyse audience segmentation data to identify trends, patterns, and opportunities that will inform campaign/appeal design and audience outreach strategies.
5. Lead on the development and implementation of automated data processes and supporter journeys to enhance operational efficiency and engagement.
6. Develop data dashboards, reports and visualisations to communicate complex information in a clear, engaging way for non-technical stakeholders, including the Senior Management Team and Trustees.
7. Perform ad hoc analyses and reporting tasks as needed to support decision-making, business development and fundraising activities.
8. Utilise AI to test, understand and gain new insights into audiences and data.

## COLLABORATION & USER SUPPORT

1. Work closely with different departments, including senior stakeholders, to identify data needs and provide accurate, relevant and timely data that contributes to a culture of continuous improvement, enhanced efficiency and evidence-based decision-making.
2. Ensure seamless integration of MS Dynamics CRM and ERP with platforms such as finance systems, email marketing tools, and fundraising platforms.
3. Prioritise demand in conjunction with key stakeholders across the organisation, considering user processes, security and system changes, technical feasibility of requested changes, and the other work being carried out across Amref UK and global teams.
4. Provide technical and practical expertise to ensure that Microsoft Dynamics becomes embedded across the organisation, assisting Amref UK end-users in their daily use and maintenance of data platforms.
5. Resolve data-related issues by working closely with Amref HQ ICT and engaging with technical support partners as required.
6. Develop and deliver data management and CRM training programmes, building the data literacy of all Amref UK teams, empowering them to utilise insights in their work.
7. Be self-motivated and undertake continuous learning on current and future tools and techniques, staying relevant in your field and improving Amref UK's data driven decision making by sharing the knowledge gained and embedding new ways of working as appropriate.
8. Demonstrate a commitment to Amref UK's values and Code of Conduct, role modelling inclusive behaviours.

## Person Specification

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### ESSENTIAL

- Minimum of 3 years' experience with Microsoft Dynamics CRM and ERP.
- Experience in descriptive and predictive data analytics within the charity or public health sectors (comparable private sector experience will also be considered).
- Expertise in CRM systems, data visualisation tools, and demographic analysis.
- Knowledge in databases, especially Microsoft Sql Server.
- Expertise in relational database design and business intelligence systems/data, with experience utilising PowerBI or Qlik to interface with Dynamics data.
- Excellent interpersonal, presentation and communication skills
- Resilience in working to deadlines and managing workloads with intense peak periods.
- Strong communication skills, with the ability to translate complex data into accessible insights.
- Project management skills, with the ability to multi-task and prioritise effectively, with a high degree of flexibility and adaptability to respond to changing needs.
- Excellent attention to detail, organisational and problem-solving skills
- Good understanding of UK GDPR principles and regulations.
- Fluent written and spoken English
- Confident and proficient in the use of Microsoft Office 365 (including SharePoint, Teams and Planner)
- Ability and willingness to travel internationally as required
- Commitment to Amref's global values of Integrity, Quality and Ubuntu.

### DESIRABLE

- Microsoft Dynamics 365 credentials.
- Lived experience and/or experience working in the health development sector.
- Experience in working in a multicultural environment.

## Benefits of Working at Amref UK

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- Amref UK is a [Living Wage](#) employer
- Generous pension scheme with employer match of up to 7.5%
- Flexible working opportunities
- Enhanced parental leave policies
- 25 days annual holiday allowance, rising to 27 after 2 years' service, plus bank holidays and 3 additional days at Christmas
- Season ticket loan and Cycle-to-work schemes
- Staff Benefits and Employee Assistance Programme through BHSF Connect
- Tickets for Good membership
- Support for continuous professional development

## Notes for Applicants

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To apply, please read the job description and submit a CV and cover letter (maximum of 2 pages each) demonstrating your interest in and suitability for the role. Applications must be submitted by **5pm BST on Monday 21st July 2025**. Virtual first round interviews will take place the **week commencing 28<sup>th</sup> July 2025**. In-person second round interviews will take place in London on **Wednesday 13<sup>th</sup> August 2025**.

Amref UK champions diversity, equity and inclusion in every aspect of our work. We appoint our staff on merit, respecting and valuing the wide range of ways in which they can demonstrate the potential, experience and skills we seek. Unfortunately Amref UK is not able to support UK work permit sponsorship for this role, so all candidates must already hold UK Right to Work status.

If you have additional access needs, require support with your application, or if you have any questions about the role, please email [HR@amrefuk.org](mailto:HR@amrefuk.org) with "Data & Insights Manager role" in the subject line.