

ROLE PROFILE FOR Head of Innovation and Insight

About the National Church Institutions (NCIs)

The National Church Institutions comprises a wide variety of teams, professions and functions that support the mission and ministries of the Church of England in its vision to be a church, centred on Jesus Christ, for the whole nation - a church that is simpler, humbler, bolder.

We Include. You Belong.

Our Belonging and Inclusion Strategy aims for everyone in the National Church Institutions (NCIs) to feel that they belong, and are valued for who they are and what they contribute. Together, our people contribute in different ways towards our common purpose, whichever NCI they work in and whatever their background.

Living out our values in all that we do, we:

- Strive for **Excellence**
- Show **Compassion**
- **Respect** others
- **Collaborate**
- Act with **Integrity**

We believe our commitment to belonging and inclusion fuels our progress and drives us forward. The NCIs are a safe, inclusive workplace for people of all backgrounds and walks of life. We welcome applications from people of all faiths and of no faith. We want to encourage applications from a diverse group of people who share our values. Even if you have never thought about working for us before, if you have the skills and experience, we're looking for then we would like to hear from you.

About the department

The encouragement of giving within the C of E has received significant funding since 2020. This has led to teams being established that provide important resources, training and support for parishes as they encourage giving to fund their ministry. As the teams have become established, we realise there may be a risk that we lose some of entrepreneurial spirit and attitude we had as the giving department started to take shape. This role is to ensure we continue to innovate and find new opportunities and that we continue to adapt to the changing needs of our parishes, cathedrals, chaplaincies etc. This new team brings together a major triennium funded project to improve parish share alongside two disciplines (data analysis and marketing) that will be key to the successful delivery of that project and for other initiatives within the directorate. The expectation is that this department, which is a mix of permanent and time-limited project funded roles, will continue to develop new ways of working and projects for subsequent triennium funding so that it becomes a greenhouse for growing and flourishing innovations in

giving and generosity.

What you'll be doing

This new role is part of the senior leadership group within the Giving directorate.

It will work closely with the Director, Deputy Director (Mechanisms & Technology), Deputy Director (Learning & Development), and Head of NZC Fundraising. The initial innovation project will be with Parish Share, implementing a major pilot across the Province of York to improve diocesan practice with parish share, and so improve the parish share given and so enable dioceses to have a sustainable ministry. It will involve working closely with diocesan leadership and NCI finance and vision & strategy colleagues. The postholder will be responsible for the £1M budget, and the establishment of parish share teams in seven dioceses. They will also be expected to identify learning and, should the pilot be successful, to develop a triennium bid for a successful roll out of the project across all dioceses.

Data will play a pivotal role in the parish share project, but also in all other areas of giving work. The data team will support work across the directorate, providing insight and analysis to identify trends, measure impact and inform decision making. Additional funding has been given for further data analysis work in the next triennium and the post holder will be responsible for ensuring it achieves the intended impact.

Marketing will also play a pivotal role in the parish share project, and similar to the data roles will also impact all other areas of giving work. Marketing forms an essential part of the work to encourage giving, and the Marketing Officer role is responsible for developing and delivering a marketing strategy that will deliver high quality communications to the various audiences through different channels to support the range of initiatives within the directorate.

MAIN DUTIES AND RESPONSIBILITIES

Innovation

To have responsibility for the analysis of the current context in which the giving directorate works, to identify new ways of working to improve impact and for the creation of funding proposals to develop these new ways of working.

- Regularly analyse giving patterns and behaviours, and use this analysis to inform thinking around potential new areas of work
- Work closely with diocesan colleagues so they can feed into the analysis and development of proposals for new work
- Liaise with colleagues within the giving directorate, dioceses and NCI data services and vision & strategy teams to improve the recording of data to enable better insight
- Maintain an awareness of potential funding sources for new work
- Prepare funding submissions for NCI bodies and others for new areas of work
- Work closely with senior NCI colleagues to ensure any future projects work effectively and coherently alongside other NCI initiatives

Parish Share Project

March 2024

To be the strategic lead on the parish share pilot project in the Province of York.

- Recruit the project manager and support staff for the project, and line manage the project manager
- Be the senior responsible officer for the project, setting the strategy, and having ultimate responsibility for the delivery of the required outcomes and management of the budget
- Play a pivotal role in the communications and engagement with senior diocesan leadership
- Work closely with senior NCI colleagues to ensure the project works effectively and coherently alongside other NCI initiatives
- Produce reports to the Archbishops' Council Finance Committee (and any successor) on the delivery of the project
- Oversee a review of the impact of the project, and assess the potential for a national roll out
- If the review supports it, submit a funding bid for the triennium 2029-2031 for a national roll out

Data

To drive the use of data to inform decision making, identify opportunities and good practice, develop new ways of working and evidence impact.

- Line manage the Senior Data Analyst and support them in ensuring that all Giving directorate activity uses evidence-based decision making and that appropriate data is accessible to those who need it.
- Take a strategic lead on the storing and management of data within the Giving directorate
- Maintain and develop reporting tools for data so that key decision makers within the Church of England are making data-informed decisions on giving
- Lead on deep dive analysis of giving data to identify new areas for growth and development
- Ensure the robust analysis of data for key areas (eg deprived communities)
- Oversee the development of reporting to enable understanding of the impact of one giving initiative on overall church income

Marketing

To have responsibility for the delivery of a marketing strategy for all aspects of the giving directorate's work.

- Line manage the Marketing Officer and ensure they deliver the marketing support required across the directorate's work
- Develop a marketing strategy for all aspects of the giving directorate's work working closely with the NCI's communication department to achieve the greatest impact.
- Ensure the monitoring of impact of marketing activity, and regularly evaluate the marketing strategy, with reports summarising activity and impact distributed to the wider team
- Ensure the delivery of an annual marketing calendar for all departmental activity
- Ensure the development of marketing material with clear guidelines on the use of the sub-brands, font and colours.
- Ensure appropriate marketing materials are produced and maintained for key conferences and exhibitions such as the national giving conference, generally synod etc.

- Ensure the delivery of social media campaigns, liaising with NCI Communications colleagues, to ensure a high visibility across the channels.

Your job description is intended to reflect your main tasks and areas of work, but is not exhaustive. Changes may occur over time and you will be expected to agree any reasonable changes to your job description that are commensurate with your banding and in line with the general nature of your post. You will be consulted about any changes to your job description before these are implemented.

About You

The Church of England is for everyone and we want to reflect the diversity of the community the Church serves across the whole country. Therefore, while of course we welcome all applications from interested and suitably experienced people, we would particularly welcome applicants from UK Minoritised Ethnicities (UKME)/Global Majority Heritage (GMH) and other under-represented groups.

Essential

Knowledge/Experience

- Experience of delivering innovation projects
- Experience of the use of data to improve effectiveness
- Successful delivery of a marketing strategy
- Successful project management, particularly of complex projects with multiple stakeholders
- Working within a faith context, ideally within the Church of England
- Managing a diverse team with different areas of expertise

Skills & Abilities:

- An ability to analyse and interpret data and then communicate this insight in ways that achieve buy-in for proposals from senior staff
- Effective written communication, particularly report writing for relevant governance committees
- Good inter-personal skills, as this work requires a high degree of sensitivity and discretion and effective working with other members of the Giving directorate senior leadership team
- An ethical approach, with practice that is entirely consistent with the Christian faith and abides by all relevant legislation (including the Code of Fundraising practice)
- Strong administrative skills, including knowledge and experience of using Microsoft Office effectively.
- Good at managing a diverse and dispersed team
- Comfortable with a matrix management model, working effectively with dioceses to coach, mentor, train and support parish share staff within dioceses
- Creativity and innovation, an ability to find new opportunities
- Ability to manage time effectively, prioritising tasks and ensuring deadlines are met

- Very strong self-motivator and initiator as the job requires an ability to work unsupervised.
- An ability to think strategically, as this role is all about implementing significant new pieces of work that lead to meaningful change in practice and effectiveness

Qualifications & Training:

- Educated to degree level or equivalent professional experience.
- A qualification in business development or equivalent is desirable.
- Professional Qualification is desirable, and membership of a relevant professional body will be required for the successful candidate.

Success in the role demands good understanding of devolved nature of the Church of England, and the ability to work effectively across it. The post-holder will be expected to develop material and presentations which is consistent with Christian principles and theology, and as such, should be a member of the Church of England, or in sympathy with the mission and ethos of the Church.

The role may require some travel throughout England and Wales and may also require occasional work on weekends. If the postholder is not based in Church House, they will need to attend some meetings and training at Church House and so must be willing to travel to Church House as required.

Vacancy Summary

JOB TITLE:	Head of Innovation and Insight
NCI ENTITY:	Church of England Central Services
DEPARTMENT:	Giving & Income Generation
GRADE:	Band 2 Standard Point
SALARY:	Starting salary in £68,999
WORKING HOURS:	35
PRIMARY OFFICE LOCATION:	Church House
HYBRID WORK ARRANGEMENTS:	Church House/Remote
IS HOMEWORKING A REQUIREMENT FOR THE ROLE?:	Yes ☐ No ☒
IF NOT A REQUIREMENT, IS THE ROLE SUITABLE FOR HOMEWORKING?:	Yes ☒ No ☐
CONTRACT TYPE:	Permanent
IS A DBS CHECK REQUIRED? IF YES, WHICH LEVEL	☐ Select level of DBS Check required
IS A FAITH-BASED GOR APPLICABLE FOR THIS ROLE?	☐
ORACLE POSITION CODE:	8104788
COST CODE:	50224
PARENT POSITION:	Click or tap here to enter text.