



SCOTLAND'S CHARITY AIR AMBULANCE



# Data and Insights Manager

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| <b>Location:</b>        | Remote or Hybrid Working at either Perth Airport, Aberdeen Airport  |
| <b>Reports to:</b>      | Head of Individual Giving and Engagement  |
| <b>Line Management:</b> | Data Management Officer   |
| <b>Hours:</b>           | Full time— 37.5 hours   |
| <b>Salary:</b>          | £36,000—£40,000   |
| <b>Benefits:</b>        | <p>Pension: 12% employer's &amp; 5% employee's contribution (after 3 months' service)</p> <p>Annual Leave: 36 days (incl. public holidays) + an extra day for your birthday (plus additional days for long service)</p> <p>Death in Service benefit: 3 times annual salary</p> <p>Optional Private Medical Insurance plan and Cashplan</p> <p>Employee Assistance Programme</p> <p>Enhanced Maternity/Adoption/Paternity Pay</p> <p>Access to Blue Light Card</p> <p>Learning and Development Opportunities</p> |

# Working for Scotland's Charity Air Ambulance

Scotland's Charity Air Ambulance (SCAA) exists so nobody in Scotland suffers or dies because medical help cannot get there in time.

People can get sick or have accidents anywhere and anytime. But in Scotland there are places where urgent medical help cannot reach people. Or help gets there too late. And when lives are at risk every minute matters.

As a charity we rely on donations from the Scottish public, companies and communities to ensure that urgent medical help gets to the patient when it is needed, wherever they are and at whatever time of day.

As part of our strategy for growth and national impact, SCAA is seeking a motivated individual to manage our newly formed Data function, as Data and Insights Manager. This is a hands-on managerial role, which will contribute to both the immediate data management requirements and lead on the development of the longer-term Data and Insights Strategy for SCAA.

The successful candidate will be instrumental in embedding a culture of data-driven decision making, using insights and analysis to support future growth, with a particular focus on fundraising, marketing and supporter engagement. They will ensure the right frameworks and infrastructure are in place to allow for effective data management and data-driven decision-making across the charity.

This role can be fully remote, with the option to work from Perth Airport, where SCAA headquarters are located or our Aberdeen base at Aberdeen Airport, if preferred. Occasional travel to our Perth base will be required for the successful candidate. SCAA supports flexible and hybrid working arrangements—our current approach typically includes two office days per week for those working on a hybrid basis. The usual hours and days of work will be Monday to Friday, 9am—5pm.



**Data and Insights Manager**

# Scotland's Charity Air Ambulance

## Our Mission

To save lives through the urgency and quality of our response to time-critical emergencies.

## Our Values

- One team in all we do
- Safety and risk alert
- Passion, care, and compassion
- Transparency, honesty, integrity
- Responsive, respectful, and inclusive



## Our Vision

To provide a valued, sustainable, leading edge national air ambulance service that is integral to emergency services in Scotland.

## Our Ethos

Fast, professional, responsible, innovative, visible.



**Data and Insights Manager**

# About the role

## **Role Purpose**

To lead on the strategic use of data, insights, analysis, and Customer Relationship Management (CRM) systems across SCAA, ensuring robust data governance, GDPR compliance and technical optimisation to inform fundraising, supporter engagement and organisational performance. This role is critical to embedding a culture of data-driven decision making, using insight and analysis to support future fundraising growth. The role will also provide leadership on data protection and organisational Data Protection Officer (DPO) responsibilities.

## **Key Responsibilities:**

### **Strategic Data Leadership and Governance**

- Develop, introduce and then monitor the charity's Data and Insights Strategy, aligning with organisational priorities, fundraising objectives and supporter engagement goals.
- Lead on the charity's data governance and GDPR compliance, including data protection policies, DPIAs, SARs, PECR and risk management, with a view to adopting organisational DPO responsibilities in time.
- Oversee development, implementation and review of data governance policies, ROPA documentation, data security protocols, and internal staff training.
- Provide assurance to the charity Executive team and Board of Trustees on data compliance, reporting risks and delivering mitigating actions.
- Drive continuous improvement in data management practices, data integrations and strategic data effectiveness.

# About the role

## CRM Oversight and Development Leadership

- Provide strategic oversight for CRM use and development, ensuring its capability meets organisational needs for fundraising, finance, supporter journeys and reporting.
- Lead planning for CRM development projects including upgrades, integrations and enhancements, with delivery supported by the Data Management Officer.
- Monitor and assess future CRM system needs, scoping potential options and contributing to business case development if required, ensuring proposals align with strategic and operational requirements.
- Contribute to budget planning and management within the data team, including CRM development projects, ensuring activities are delivered within agreed resources and providing accurate budget forecasts and monitoring to the Head of Individual Giving and Engagement.

## Insights and Analysis

- Lead the provision of insights, analysis, and performance reporting to inform decision-making processes across the charity, with particular focus on fundraising, marketing and supporter engagement.
- Lead on the design, development, and delivery of strategic insights to optimise supporter journeys, segmentation, targeting, and testing, working collaboratively with fundraising colleagues where appropriate, and using analytical tools and methods to model, predict, and evaluate donor behaviour, lifetime value, and retention.
- Support senior leaders with data-driven business planning and forecasting, presenting insights in accessible and engaging ways.
- Embed a culture of insight-led decision making across teams, building confidence and understanding of data.



**Data and Insights Manager**

# About the role

## Team Leadership and Organisational Collaboration

- Line manage the Data Management Officer, providing direction, coaching, workload prioritisation and professional development opportunities.
- Take a hands-on role in data processing to support the day-to-day delivery of the data function, ensuring operational resilience. Contribute to both the immediate data management requirements as well as leading on the longer-term data strategy.
- Build data capability and a strong data protection culture across the organisation through training, guidance and fostering data confidence and accountability.
- Collaborate with colleagues across the organisation to align data activities with organisational objectives.
- Through collaboration with the Finance Manager, ensure the accounts and CRM systems work smoothly together to produce robust data and reporting.
- Work closely with Exec team and other Management colleagues on any future projects relating to updates or changes to the CRM system and their connectivity to and from other related SCAA systems.
- Chair internal data forums to drive data initiatives and represent SCAA in external sector data, IT, GDPR and Gift Aid meetings.

# General responsibilities

- Maintain and improve competencies through continuous professional development.
- Work collaboratively with staff across the charity and key partners.
- Work effectively and efficiently to administration, communication, health and safety protocols and policies to ensure that organisational systems and procedures are implemented.
- Abide by organisational policies, codes of conduct and practice as described in the Staff Handbook.
- Treat with confidentiality any personal, private, or sensitive information about individual organisations and or schemes or staff etc.
- Perform other associated duties as may arise, develop, or be assigned in line with the broad remit of the post.
- Be prepared to travel throughout Scotland and occasionally beyond to meet the needs of the business.



**Data and Insights Manager**

# About you

## Essential

- Significant experience leading data strategy, governance or CRM development in a fundraising, marketing or customer insight environment.
- Strong knowledge of data protection and GDPR compliance, with understanding of DPO responsibilities.
- Demonstrable experience in designing and interpreting data analysis and insights to inform strategic decisions.
- Experience overseeing CRM systems from a strategic perspective, including planning for improvements or new systems.
- Working knowledge of Power BI or other data visualisation tools from a user or strategic oversight perspective.
- Excellent leadership and line management skills, with experience developing staff and building data capability within the wider team.
- Strong communication and influencing skills, with the ability to engage senior stakeholders with complex data insights.
- Project management skills.

## Desirable

- Experience within the charity sector, especially in fundraising or supporter engagement.
- Experience working with finance teams on reconciliation and Gift Aid processes.
- Qualification in data protection, data analysis, or a related discipline.

# Join us!

## Application

To apply please email the following to **Susie Crocker** at [Recruitment@scaa.org.uk](mailto:Recruitment@scaa.org.uk)

- your CV and covering letter—outlining your suitability for the role, your relevant experience, your motivations for applying and how you heard about this vacancy. We advise you to refer to the ‘About You’ section and use this to explain your suitability for the role.
- Equality, diversity and inclusion monitoring form (optional)

As an equal opportunities employer, SCAA is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join SCAA.

**Application deadline is 5pm on Thursday 29th January 2026. Please note that we may close this vacancy early if we receive a sufficient number of applications, so we encourage you to apply as soon as possible.**

## Interviews

Interviews will take place at our base at Perth Airport in Scone. First interviews will take place during the **week commencing the 9th February 2026** and second stage interviews will take place during the **week commencing February 16th 2026**.



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