Cheshire Wildlife Trust

Let’s bring wildlife back together - for everyone, everywhere

Data Strategy & Insights Manager

Candidate information pack

Rachel Bradshaw

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Purpose and impact of the role

We have reached a tipping point. Wildlife is in freefall both locally and nationally and our climate is in crisis. By 2030 we must see nature recovering, wildlife returning and ecosystems restored and we need many, many more people on nature's side.

Cheshire Wildlife Trust is a fast-growing environmental charity which is part of the UK-wide federation of Wildlife Trusts. With the local support of over 17,500 members and almost 1 million members nationally, you will be a part of a dynamic organisation which is at the forefront of bringing wildlife back. Your role will help achieve our 2030 goals to put nature into recovery, mobilise at least 1 in 4 people to be on nature's side and ensure that the environment plays a full role in addressing the climate crisis. In short, we need to create a Wilder Cheshire.

This role sits within the Fundraising and Development Directorate. The main purpose of the department is to ensure we have both the supporter base and financial resources to deliver our plan for a wilder Cheshire across the region by achieving our grants and voluntary income targets and creating compelling propositions that ignite people's passion for and connection with nature.

This position is manager of the Data & Insights Team.

The role of Data Strategy & Insights Manager is a team leader position where the main purpose is to manage the delivery of agreed objectives that contribute significantly to achieving a specific strategic goal both directly and through the line management of a small team.

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The specific purpose of this position is to:

- Lead and support the Trust's Data & Insights Team so they deliver clear, reliable data and insight that helps people make good decisions.
- Look after the Trust's data systems (CRM, GIS and others) so they work well together and our data is well managed and easy to use.
- Turn complex data into simple, useful insight, and put good monitoring and reporting in place so we can track progress and show our impact.

Overview

Title: Data Strategy & Insights Manager

Responsible to: Director of Fundraising & Development

Term: Permanent

Salary: £39,040 - £44,689 (Rank 2)
Starting in the region of £39,040

Hours: Full-time/35 hrs per week.

Location: Bickley Hall Farm (SY14 8EF). This is a hybrid role.

Main duties and responsibilities

- Lead and develop the Data & Insights Team (direction, resourcing, performance and professional development) to ensure high-quality, consistent delivery.
- Build a strong data culture across the organisation by providing guidance, tools and training so colleagues can collect, manage and use data confidently and consistently.
- Develop and deliver the Trust's data strategy, including architecture, data quality, governance, security and data protection, aligned to organisational priorities.
- Set and maintain data standards and quality assurance processes across key data types (ecological, spatial, engagement and fundraising).
- Own and oversee the Trust's data platforms (including CRM and GIS) and business intelligence/reporting tools (such as Power BI), ensuring integrations, governance and reliable data flows.
- Work with teams to identify insight needs and deliver dashboards, reports and analysis that support planning, prioritisation and performance improvement.
- Design and embed monitoring, evaluation and impact reporting frameworks to track progress against 2030 goals and demonstrate outcomes to funders, partners and stakeholders.

- Ensure data and insight actively enable strategic priorities (nature recovery, growing action for nature and increasing fundraising) by providing a clear evidence base for decision-making.

- Develop effective data-sharing and integration with partners and networks (including Wildlife Trusts-wide CRM/GIS/data groups) and represent the Trust externally on data, systems and evidence matters.

Strategy, delivery and managerial responsibility:

- Responsible for leading a team of 6-10FTE comprised of mainly rank 3-7 employees and may also be responsible for rank 2 Principal Technical Officers.
- Reports directly to a member of the Senior Leadership Team and responsible for planning and achieving specific strategic goals through a programme delivery plan.
- Member of the Leadership Team collectively responsible for internal communications, problem solving and innovation.

Fiscal responsibility:

- Accountable for raising funds and delivering a sustainable team budget of £300k - £1 million per year and for the management of contract and project budgets.
- Delegated expenditure authority up to £1,000.

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Legal responsibility:

- Expected to comply with the limits and authorities set out in CWT's Financial and General Schemes of Delegation.
- Required to comply with the Health & Safety at Work Act, General Data Protection Regulations, fundraising regulations and CWT policies and procedures.
- Required to work within the limits set out in your individual competency record and to undergo competency based training as required.
- Team Leader and qualified member of H&S committee.
- Responsible for ensuring that your team's work plan is carried out safely, lawfully and in line with relevant internal and external policies and regulations.

Relationships:

- Expected to be an ambassador for Cheshire Wildlife Trust responsible for upholding the Trust's reputation, image and level of service.
- Expected to promote membership at all available opportunities and engage positively with potential and current supporters.
- Responsible for developing and maintaining relationships at all levels internally and with relevant influential external stakeholders.

Person specification

Knowledge and experience

You will have general and technical knowledge relevant to your department's work gained through at least 7 years relevant experience or at least a Level 5* qualification or be a member/fellow of a professional body within one or more of the following fields: data management, information systems, business intelligence or a related discipline.

In addition you will need to demonstrate knowledge and/or experience of the following:

- CRM system ownership or administration — including structuring records, managing data flows, creating reports, overseeing integrations and ensuring compliance
- Designing and implementing data governance frameworks, including data quality, standards and GDPR compliance
- Data analysis, modelling and interpretation across multiple data types, with the ability to translate complex findings into clear, actionable insight for non-specialist audiences
- Working with GIS, ecological or spatial data systems
- Commissioning or building dashboards, reports and data visualisation using tools such as PowerBI
- Developing and delivering data strategies aligned to organisational priorities
- Knowledge of relevant data standards, licensing requirements and regulatory frameworks, including UK GDPR

*You can check whether a qualification you hold is at the right level here.

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Transferable skills

- You can demonstrate good professional conduct, support and encourage others to uphold professional standards, and lead by example by modelling professional behaviours.
- You are able to promote a positive culture of wellbeing and health and safety awareness, as well as compliance with organisational policies and practices.
- You are skilled in presenting information confidently and clearly, both orally and in writing. You can adapt your communication style to the audience and use a range of strategies to influence and persuade others.
- You are able to build effective partnerships across disciplines and provide examples of successfully building consensus and collaboration.
- You are competent in establishing and promoting organisational processes for data management, data sharing and security. You can demonstrate a high level of ability in using common and bespoke software packages, including databases and information management systems.
- You are skilled in maintaining the quality of work and driving efficiency within a team.

Personal qualities

We expect all who work for CWT to demonstrate the following personal qualities:

- Be passionate about securing a future for local wildlife on land and sea
- Be someone who leads by example and makes decisions based on evidence
- Be proactive, professional and pioneering in your everyday work
- Make sustainable choices
- Be able to work both alone and as part of a team
- Be flexible, practical and well organised
- Be friendly and approachable
- Have the means to travel to our headquarters as and when required.

About us

We are a small and friendly organisation employing around 60 staff supported by a network of delivery partners, volunteers and trainees. The people who work for Cheshire Wildlife Trust are passionate about the natural environment and local wildlife conservation. We have a highly motivated and committed team who are driven to succeed, and we believe that our staff thrive best in a culture of creative freedom within a strategic framework. Many staff are involved in Cheshire Wildlife Trust's activities outside of their duties such as occasional volunteering to help with a wildlife survey or helping run a weekend/evening event.

At Cheshire Wildlife Trust we embrace agile working with a focus on supporting you to achieve your objectives alongside a healthy work-life balance.

We operate a hybrid working policy with most staff working at least part of the week from home and/or out on site.

Our headquarters at Bickley Hall Farm (SY14 8EF) are set in the beautiful Cheshire countryside on a working farm managed by Cheshire Wildlife Trust.

The farmhouse provides our main office space with fantastic views and the opportunity to walk around the farm in your free time.

Depending on your role you may also have the flexibility to work from one of our satellite offices or use a hot desk hosted by a partner organisation.

How to apply

To apply for the position please download and complete an application form and return to Emma Raine (People & Culture Officer) at jobs@cheshirewt.org.uk

Applications will be reviewed as they come in, and interviews may take place before the closing date. We may close the vacancy early if we receive enough suitable applications, so we encourage you to apply as soon as possible.

The closing date for this role is midnight on Sunday the 4th of October 2026.

Applicants must have the right to work in the UK.

You may be required to undergo a DBS check as part of this role.