



UNIVERSITY OF
BATH

Head of Systems, Data and Insights

Candidate Pack



Autumn/Winter 2025



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Advancement Services

Welcome

The Advancement Office at the University of Bath is entering an exciting period of growth and transformation. We've established ambitious fundraising targets and an exciting new alumni engagement strategy, and at the heart of our plans is our commitment to leveraging data, systems and insights to drive smarter fundraising, deeper engagement and more efficient operations.

I'm delighted to offer this opportunity to join us as Head of Systems, Data and Insights. This role sits at the intersection of technology, strategy and people – leading a talented team whilst being hands-on in delivering the data and systems capabilities that will power our future success.

This isn't just about maintaining databases or generating reports. It's about championing a data-driven culture, identifying and fixing inefficiencies, and building the technical foundations that will enable us to achieve our ambitious goals. You'll own our alumni database (Raiser's Edge NXT) and related platforms, lead strategic improvements across our digital infrastructure, and translate complex technical concepts into actionable insights that drive decision-making across Advancement and beyond.

What makes this role particularly compelling is the genuine opportunity to make visible, tangible impact. We're a small enough team that your work will directly influence fundraising outcomes and strategic priorities. We face real challenges – inefficient processes, limited automation, institutional constraints – but these represent opportunities for someone who enjoys solving problems, driving change and building something better.

The ideal candidate will combine strategic vision with a willingness to roll up their sleeves and get hands-on with data. You'll need to be comfortable managing diverse personalities, navigating complexity, and championing innovation in a traditional environment. If you're someone who wants to define and build rather than implement pre-determined frameworks, and you're passionate about using technology to create meaningful change, this role offers a genuine opportunity to shape the digital future of a leading research-intensive university.

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The Role

Why is This Exciting for You?

This is a unique opportunity to lead data and systems transformation at one of the UK's leading research universities. As Head of Systems, Data and Insights, you'll be the technical lead for the Advancement Office, responsible for ensuring that data, systems and insights underpin every aspect of our work – from major gift fundraising to alumni engagement strategy.

You'll be leading a small, high-performing team (Data Insights Officer and Database Officer, plus matrix management responsibilities) whilst also being actively involved in hands-on delivery. This balance between strategic leadership and practical execution makes the role particularly appealing for someone who wants to see the direct impact of their work.

The scope is substantial. You'll oversee our portfolio of data systems, lead the data insights function, manage complex stakeholder relationships, and drive improvements across processes and technology. You'll work through establishing governance frameworks, implementing business processes, and fostering a culture of evidence-based decision-making that helps focus resources and deliver ambitious goals.

A Genuine Opportunity to Build

What makes this role particularly compelling is the opportunity to define and build. We're not looking for someone to implement a pre-defined framework or follow established consultancy methodologies. We want someone who can:

Build what good looks like - You'll have the autonomy to shape how data and systems transformation is delivered at the University of Bath, defining the operating model and establishing best practice.

Create credibility and impact - Lead strategic direction for technology and insights, taking strategic plans and proposing enhancements and solutions that will help us deliver our ambitions. You'll partner with senior leadership to develop and implement data strategies that maximise positive impact whilst ensuring robust governance.

Lead with hands-on engagement - Provide strategic direction whilst being actively involved in delivering sometimes complex data projects, removing blockers and working directly with teams on challenging problems.

Navigate complexity - The challenge here is managing multiple concurrent interdependent projects across diverse stakeholder groups, not just managing scale. You'll need strategic awareness combined with the ability to demonstrate both grip and focus on operational details.

Your Impact

By joining us as Head of Data, Systems and Insights, you will:

Drive Operational Excellence

Ensure day-to-day data operations are maintained and developed with accuracy, compliance and timely delivery.

Provide excellent customer service to internal stakeholders, lead and support your team, and deliver hands-on data work for high-stakes activities including fundraising campaign segmentation and university initiatives (QS rankings, Graduate Outcome Survey submissions).

Oversee cyclical data work and ensure processes are clear, compliant and well-documented.

Lead Strategic Development

Identify inefficiencies in current systems and processes, driving improvements and integrations without significant cost increases.

Leverage data to support ambitious KPIs in our new strategic plan.

Explore automation opportunities and maximise technology to support increased alumni engagement, influencing future system decisions and digital strategy.

Champion a Data-Driven Culture

Develop and champion a culture where data and insights drive decision-making.

Lead the performance reporting cycle, promote data literacy across the team, empower colleagues to engage confidently with data, and present actionable insights and strategic recommendations to stakeholders.

Lead Strategic Development

Develop and inspire your team, establishing new ways of working and building change management capability.

Create a culture of continuous improvement and innovation, ensuring the Advancement Office has the technical foundations to deliver transformational growth.



Key Responsibilities

Leadership and Culture

- Set and lead the data, systems and insights strategic direction for the team
- Champion a culture of excellent customer service, continuous improvement, regular feedback and innovation
- Balance strategic planning with direct delivery of high-impact data and systems work
- Provide effective line management, inspiring and motivating the team to set and deliver ambitious, achievable objectives and professional development plans

Planning

- Maintain an annual team plan, effectively assessing and managing periods of high demand to ensure manageable workload
- Technical lead for Advancement Office strategy development and direction, using existing knowledge and horizon scanning to identify how data, systems and insights can be developed to meet strategic needs
- Translate strategic direction into delivery plans, working with the team to plan and deliver against these plans
- Manage software and systems-related budgets, ensuring accurate forecasting and budget planning

Collaboration and Influence

- Act as the primary liaison with IT services, suppliers (e.g., Blackbaud) and internal stakeholders
- Manage procurement and contract renewals in line with University procurement policy and ensuring best value
- Represent Advancement in cross-University data initiatives and governance groups
- Empower and equip colleagues across the institution to self-serve data, reporting and insights

Insights and Reporting

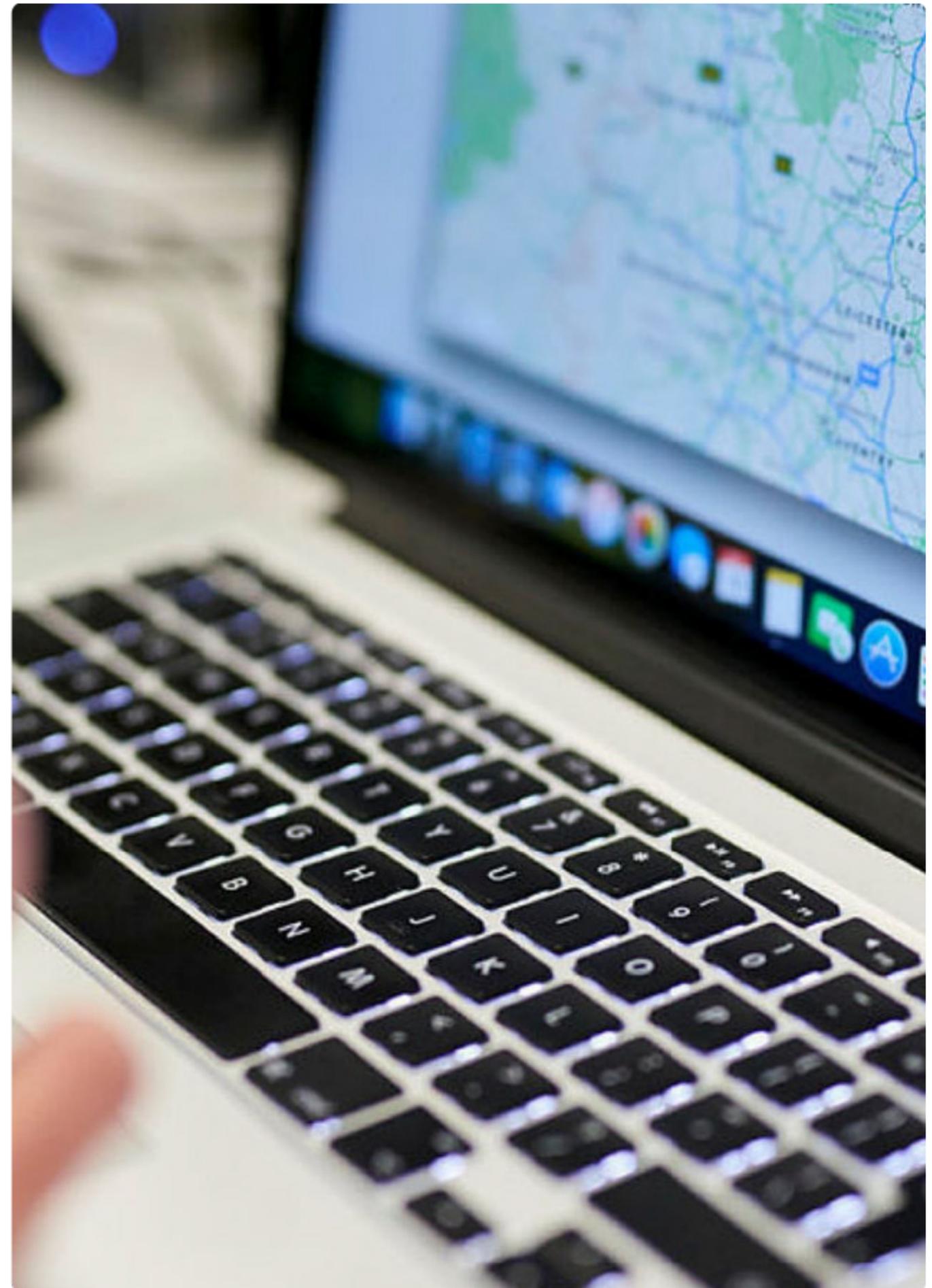
- Lead the data insights function to unlock supporter insight and continue developing a data-driven decision-making culture
- Lead performance reporting cycle to enable colleagues to make timely strategic decisions
- Promote data literacy and empower colleagues to engage with data confidently
- Present actionable insights, strategic recommendations and business intelligence to stakeholders using analytical and reporting output

Systems, Process and Data Management

- Own and optimise Raiser's Edge NXT and related platforms
- Manage and coordinate the capture, storage, retrieval, retention and use of data in accordance with UK GDPR
- Design and implement efficient, scalable business processes
- Deliver key data tasks (e.g., segmentation, campaign support) and ensure robust training for system users
- Lead technical aspects of Advancement projects and system implementation and integration
- Responsible for designing and assessing learning content for system users and monitoring effectiveness of training
- Oversee smooth running and compliance of processes and systems related to gift administration, including direct debit and credit card collections
- Ensure all processes are well documented with no single points of failure

Governance and Compliance

- Ensure data quality, security and compliance with UK GDPR, PCI-DSS and other regulation
- Ensure data backups are fit for purpose and negate risk, and security updates are applied
- Collaborate with relevant University colleagues to develop, align and apply policies and practices
- Lead on collating and producing responses to Freedom of Information requests directed to the Advancement Office



The Candidate



Essential Requirements

Qualifications and Training

- Undergraduate degree or equivalent professional experience in a series of more progressively demanding roles

Knowledge and Experience

- Demonstrable and extensive practical understanding of relational databases, with specific knowledge of Raiser's Edge an advantage
- Proven ability to deliver complex IT projects, including demonstrable evidence of significant project management and change management
- Excellent understanding of privacy and data protection issues, particularly in reference to the management of personal data in line with UK GDPR
- Experience leading a team, including performance management, developing team strategies and objectives, capacity assessment and forecasting, and identifying opportunities for professional development

Desirable Requirements

- Knowledge of Freedom of Information processes, PECR, Code of Fundraising Practice and Charity Commission guidance and regulations
- Knowledge of fundraising/fundraising operations, preferably in higher education or large/complex non-profit organisations
- Fluency in SQL or similar database query language with the ability to use this to build and deliver complex reports to agreed specifications

Skills and Aptitudes

- Driven personality with relentless focus on delivery and progress, proven leadership skills able to inspire and lead people to deliver programmes and sustain change
- Excellent interpersonal and communication skills at all levels including with senior staff, with proven programme and project management skills to structure programmes and coordinate delivery across multiple stakeholders
- Ability to 'roll sleeves up' with active engagement in delivery, not just strategic oversight – can cut through resistance and maintain momentum
- Strong understanding and experience of business intelligence platforms, dashboard construction, data modelling, segmentation and reporting (specific PowerBI experience an advantage)
- Ability to contribute constructively to strategic thinking with sound judgement and proven analytical problem-solving capability; excellent written and verbal communication skills to produce concise papers, reports and presentations

What We're Really Looking For

Hands-on data expertise. Essential practical experience working directly with data. This role involves hands-on delivery of complex tasks (campaign segmentation, QS rankings, Graduate Outcome Survey) alongside strategic planning. You must engage with technical detail and active delivery, not just provide oversight.

Adaptability and potential. We're happy to recruit for potential – we may not find someone skilled in all areas for this salary. You may be a database manager seeking progression or bring CRM experience from sales or operations. Raiser's Edge knowledge is advantageous but not essential if you can adapt quickly and apply experience in different environments.

Cross-functional influencing. Work effectively across diverse teams – from extroverted fundraisers to introverted operations staff. Listen to pain points in our processes and systems, then translate them into actionable outputs.

Autonomy to build. Shape the operating model and define how digital transformation is delivered at Bath. Bring different experience and influence us to improve or change systems over time.

Tenacity and innovation. Drive technological change in a traditional environment with limited automation. Navigate institutional constraints, maintain momentum against "this is how we've always done things" resistance, and find innovative routes to approvals when facing limited access to decision-makers.

Life in Bath

Bath is a city that seamlessly blends history, culture, and modern living. Known for its stunning Georgian architecture and Roman-built baths, this UNESCO World Heritage Site offers a unique living experience.

Lifestyle and Amenities

Living in Bath means enjoying a vibrant cultural scene, with numerous museums, galleries, and theatres. The city is also famous for its festivals, including the Bath Literature Festival and the Bath International Music Festival. For those who enjoy the outdoors, the surrounding countryside provides beautiful landscapes for walking, cycling, and other recreational activities.

Transport and Connectivity

Bath is well-connected by public transport, with regular train services to London, Bristol, and other major cities. The city's compact size makes it easy to get around on foot or by bike. Additionally, Bath's strategic location offers convenient access to major business hubs, making it an ideal place for professionals who travel frequently.

Family and Wellbeing

Bath boasts excellent facilities for maintaining a healthy and balanced lifestyle. The city is home to numerous parks, spas, and wellness centres, providing ample opportunities for relaxation and recreation. For families, Bath offers a safe and nurturing environment with top-rated schools, family-friendly activities, and a strong sense of community.



Your Application

ROLE DETAILS

Reporting to: Associate Director, Advancement Services

Salary: Grade 8

Working Arrangements - Hybrid - 40% on campus (flexible pattern possible, but face-to-face time is important).

Location: 2 South, Claverton Campus

TIMELINE

Application Deadline: 1st January 2026

Shortlisting: 5th January 2026

Interviews: 12th January 2026 (provisionally)

THE INTERVIEW AND SELECTION PROCESS

- Formal panel interview with senior leadership team members and key stakeholders
- Assessment to be presented on the day to a small group of Advancement colleagues, with Q&A
- Campus tour
- Final conversation for preferred candidates

INTERVIEW PANEL

Laura Underwood - Associate Director, Advancement Services

Stephanie Bagworth - Associate Director, Philanthropy



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