



YORKSHIRE
AIR AMBULANCE

Database & Insights Manager



Recruitment Information Pack

www.yaa.org.uk



Welcome from our CEO



We are delighted that you are considering joining Yorkshire Air Ambulance, one of the most respected charity's in our region, which has been providing vital, rapid-response emergency care to the people of Yorkshire for over 25 years.

We are dedicated to our patients, people and the future of life-saving clinical care in Yorkshire.

One thing that is very clear to me is just how deeply Yorkshire Air Ambulance matters to so many people. But, we can only continue to provide this vital, lifesaving service thanks to the dedication of our people, the strength of our organisation and the incredible support from the communities in which we work and serve.

Our people are at the heart of everthing we do, and we deeply value every member of the team. From volunteers and fundraisers, to clinicians, trustees, pilots, support staff and operations, we would not exist without the commitment and dedication of every member of our team.

We are excited for the future of Yorkshire Air Ambulance and all the opportunities we have to ensure we continually evolve, innovate and improve, and we hope that you might be part of that.

Wishing you the best of luck with your application.

Kathryn Marsden OBE

About Yorkshire Air Ambulance:

Yorkshire Air Ambulance is an independent charity dedicated to saving lives across the vast and diverse communities of Yorkshire.

Operating from bases near Wakefield and Thirsk, we provide advanced, rapid-response emergency critical care to those in urgent need—whether in remote rural areas, busy urban environments, or at the scene of serious incidents on the region's roads and motorway networks.

The charity brings advanced life-saving treatment and interventions directly to patients, often making a critical difference in those vital first moments following an accident or medical emergency.

Unlike many emergency services, Yorkshire Air Ambulance receives no direct government funding for our day-to-day operations and relies entirely on the generosity of the public and supporters to remain operational.

Each mission is made possible through donations, fundraising initiatives, partnerships, and philanthropic contributions. This strong connection with the communities we serve lies at the heart of the organisation's ethos and ensures that every flight is powered by local support.



About the role:



Yorkshire Air Ambulance is looking for a Database & Insights Manager. This is a key role for driving the fundraising data strategy, providing essential business intelligence and in-depth data analysis to support decision-making. You will ensure that robust data management systems and high data quality standards are implemented, maintained, and consistently adhered to, while also providing technical expertise and analytical insight to enable fundraisers to maximise income opportunities.

The role is responsible for managing the continued development of the YAA's CRM system, working closely with the Fundraising, Marketing, Administration, and Finance teams to ensure the system effectively meets their evolving requirements. You will oversee all aspects of the database, including associated data systems and processes, supporting both fundraising activities and the Charity's wider web systems.

You will act as a central point of liaison across teams, supporting YAA's Fundraising, Marketing, Administration, and Finance functions with data selection, reporting, and insight requirements. In addition, you will promote and embed best practice in data governance by supporting data audits, cleansing, and overall data effectiveness.

The role also includes the day-to-day management of the CRM system, ensuring it is utilised to its full potential, and providing regular reporting and analysis to inform strategy, improve performance, and enhance supporter engagement.

Summary of the role:

JOB TITLE	Database and Insights Manager
LOCATION	Hybrid – combination of working from the office in Elland, Halifax, and from home
REPORTING TO	Director of Relationship Fundraising
HOURS	37.5 hours per week. Part time hours considered
JOB PURPOSE	This is a key role for driving the fundraising data strategy: providing business intelligence and data analysis. You will ensure robust data management systems and data quality standards are implemented and adhered to, along with providing technical expertise and data analysis to enable fundraisers to maximise income.
SALARY	Band 2 £38,000 - £45,891 pa



Key responsibilities and duties:

KEY RESPONSIBILITIES:

- Managing the continued development of the YAA's CRM system, working with the Fundraising, Marketing, Admin and Finance teams to ensure the system serves their requirements.
- Managing all aspects of the database and associated data systems and processes as part of YAA's fundraising activities and the Charity's web systems.
- Responsible for ensuring the Charity can demonstrate compliance with new and existing Fundraising and Data Protection Regulations including the General Data Protection Regulations. Keeping up to date with any changes in policy that may affect the management of supporter data.
- Liaison with the YAA Fundraising, Marketing, Administration and Finance Team on data/data selection and reporting requirements.
- Promote and support data audit, cleansing and effectiveness within YAA, deploying and providing day to day management of the CRM system and providing reports and analysis of the data as required.

KEY DUTIES:

Provide the expertise and insight to support an integrated data strategy across fundraising and marketing, advising on and sharing best practice:

1. Work with CRM users to ensure best practice is adhered to across the department and maximise fundraising performance.
2. Identify opportunities and apply insight and data analysis within the database to improve our income generation performance and opportunity.
3. Communicate and build relationships with external suppliers to inform the data strategy and database development and secure the smooth delivery of database services through the database.
4. Keep up to date with current database and legislative developments and consider how they should be applied at YAA.
5. Work collaboratively across Fundraising, Marketing, Admin and Finance to bring systems and data expertise to the launch of new fundraising or communications products, projects, systems or new ways of working.

Work with fundraising teams to develop reporting, analysis and data selections to support improved retention, income generation and ROI and put the supporter at the heart of data planning:

1. Be responsible for data profiling, segmentation and selections for fundraising and marketing activity to support increased income generation and supporter retention, ensuring data selections are planned and organised effectively across fundraising. Advise teams on selecting data, exclusions and undertake data selections.
2. Work with fundraising teams and external agencies to support the development of long term sustainable supporter journey planning.
3. Lead on fundraising data analysis and data quality in developing and implementing reporting tools, producing regular management information for performance management and campaign evaluation.
4. Create a library of reports and dashboards colleagues can self-serve in real time.
5. Provide relevant data to SMT and Trustee Board.

Key responsibilities and duties:

Maintenance of the database and ensuring data integrity:

1. Be responsible for technical maintenance of the database and liaising with suppliers to ensure integration with digital fundraising platforms as required and the automation, where possible, of importing high quality data.
2. Ensure data and income are reconciled between database and finance functions.
3. Ensuring data is secure, there are adequate back-ups and that data can be retrieved in the event of a system failure.
4. Oversee the import and export of data to and from external suppliers (in conjunction with Digital Marketing Manager as appropriate). Investigate and resolve anomalies, liaising with suppliers, third-party agencies, or colleagues
5. Manage the set-up, documentation and maintenance of coding structures on the database to ensure effective data selection, analysis and reporting across all fundraising.

Ensuring compliant use of data and the database:

1. Be an expert on relevant Data Protection legislation and Fundraising regulations and lead on this for Fundraising. Ensure the compliance with legislation and best practice. Raise the profile of data protection and data quality issues.
2. Audit the database regularly to ensure data is clean, accurate, archived in line with data retention policies and that users are following procedures for data entry and management.

Develop and implement a programme of training to support all database users to maximise the benefits the CRM brings:

1. Develop and deliver comprehensive induction and ongoing training and associated 'How to' documentation for users.
2. Develop, implement, communicate and regularly review database protocols and procedures ensuring they are up to date and being followed by staff.
3. Work closely with users to identify opportunities to improve processes and ways of working across YAA, including updating and maintaining internal user guides and process maps.
4. Provide technical support for users.

Staffing and Budget Management

1. Train staff and volunteers in the use of the data management systems.
2. To work closely with the finance team in ensuring fundraising income data is robust and meets all relevant financial management and reporting requirements.
3. To propose and monitor the CRM budget and manage the relationships with key suppliers to ensure value for money for YAA.

Knowledge and skills required:

Essential:

- ❖ Previous or current experience in a Database Management role
- ❖ Demonstrable record of success in working with CRM's (YAA's CRM is Beacon)
- ❖ Experience of data import protocols – extracting data and transforming it ready for import
- ❖ Experience of relationship building and management with various stakeholders internally and externally
- ❖ Proficient in MS Office, particularly Word, Excel, PowerQuery and Outlook
- ❖ Highly organised, meticulous with a thorough approach to work
- ❖ Ability to see projects through from start to finish, managing time and tasks effectively with a varied workload, including following up with colleagues and stakeholders
- ❖ Ability to multi-task and manage conflicting priorities
- ❖ Excellent interpersonal skills with the ability to communicate effectively both orally and in writing to a wide range of people
- ❖ Numerate and literate

Desirable:

- ❖ Experience of managing a CRM in a charity/fundraising role
- ❖ SQL skills
- ❖ Strong analytical skills and ability to consider the wider picture including future scenario planning
- ❖ Training skills

Skills and abilities:

Planning for the Future - Plans to achieve their objectives within timescale, balancing short- and long-term requirements. Identifies opportunities and barriers and considers the implications of actions.

Communicating with Others - Pitches communication at the right level both verbally and in writing and checks for understanding. Good listening skills. Uses information to influence others. Able to give tough messages when required.

Generating Ideas - Continually seeking to improve the service offered by the team by coming up with improved systems and processes and added value activities. Considers pros and cons and impact on team and resources.

Building Relationships - Works well with others. Co-operates willingly with others. Able to quickly build effective relationships with all levels both internally and externally and meet the needs of the individual. Treats others with dignity and respect and able to gain the trust of others. Builds strong relationships with others.

Flexibility and Adaptability - Adopts a flexible and adaptable approach. Recovers well from setbacks and resistance from others. Remains calm under pressure and focused on the task. Encourages others to do the same.

Making Decisions - Anticipates issues and takes action to address underlying cause. Reaches effective decisions by gathering and analysing relevant information balancing cost, benefit, and risk implications. Considers options, weighs up pros and cons before deciding on action.

Delivering Results - Accepts accountability and ownership. Ensures self and team delivers on time and to required standard. Has high standards and leads by examples. A good role model. Creates enthusiasm in others.

Self-Motivated - Works well on their own or as part of a team. Demonstrates a positive attitude. Energetic and enthusiastic.

Additional Information:

- ❖ Band 2 £38,000 - £45,891 pa
- ❖ Full-time flexible position.
- ❖ Discretionary annual staff bonus scheme based on the Charity's financial performance.
- ❖ 25 days paid holiday per annum plus statutory Bank Holidays (pro-rata).
- ❖ Time off in Lieu for evening and weekend work, where applicable.
- ❖ Work Life/Family Balance - a commitment to helping you achieve a work life balance including flexible working opportunities (role dependent), enhanced family leave packages, including maternity, paternity, and adoption/surrogacy.
- ❖ Regular team building and away days with a calendar of events and social activities.
- ❖ Commitment to training and personal development for all staff, including access to short online training sessions.
- ❖ Contributory pension scheme (contributions matched by the Charity up to 8% and annual pensions advice).
- ❖ Life assurance plus access to an Employee Assistance Programme covering Financial, Mental and Physical Wellbeing.
- ❖ You will be provided with: Uniform, laptop, phone, and other items required for you to perform your role effectively.

Application process:

- ✓ To apply, submit an application via our website
- ✓ Upload a CV and cover letter
- ✓ Upload an Equal Opportunities Form

For other recruitment queries, please contact: recruitment@yaa.org.uk

The closing date for this vacancy is **Thursday 16th July 2026 at 5pm.**

1st stage interviews will take place on **Thursday 23rd July via Teams.**

2nd stage interviews will take place on **Tuesday 28th July at our HQ in Elland, Halifax.**

If you wish to discuss the job role in more detail, please contact: Katie Roberts, Director of Relationship Fundraising, via email: k.roberts@yaa.org.uk

Other things to note:

We reserve the right to close the vacancy early if required and would encourage applicants to send in their applications as soon as possible rather than waiting for the closing date.

We encourage applications from all backgrounds and groups – we value equality, diversity and inclusion in all our employment practices, including recruitment, selection and induction. If you require any documents in another format or adjustments to any part of the recruitment & selection process, please do let us know.

The use of AI (Artificial Intelligence) is monitored.

GDPR & our Recruitment Privacy Statement:

The Yorkshire Air Ambulance complies by law with the Data Protection Act 2018 and the EU General Data Protection Regulation. This advises you of how the Charity collects and processes your personal data. The Privacy Statement also declares how the Charity will comply with GDPR and the Data Protection Act 2018. Please ensure you download and read the Statement on our website before completing and submitting your application for employment.



**We look forward to
receiving your application**



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