Job Description

Job Title: Data & Insights Executive
Department: Place
Line Manager: Senior Data & Insights Manager
Direct Reports: n/a
Location: 80-81 St Martin's Lane, London WC2N 4AA
Hours: Full-time, 9:00am–5:30pm, Monday to Friday (some out-of-hours work required)

Job Purpose
The Data & Insights Executive supports the delivery of Heart of London's Data & Insights programme and maintains data storage sources including CRM system. The role emphasises operational excellence, data integrity, and actionable insight generation. Working closely with the Senior Data & Insights Manager, the role transforms complex datasets into meaningful intelligence that supports placemaking, member engagement, marketing, and strategic planning.

Main Responsibilities

Data Management and Analysis
- Collect, clean, and structure data from internal and external sources.
- Conduct regular data analysis and produce reports on footfall, commercial trends, property data, and member engagement.
- Maintain data quality and integrity across key datasets and dedicated storage.
- Support automated reporting and dashboard development.

CRM System Support
- Manage updates to CRM: contacts, hereditament data, and engagement records.
- Monitor CRM data accuracy and recommend automation or process improvements.
- Provide user support and training to increase CRM usage across teams.
- Assist with integrating new data sources and APIs into the CRM.

Insight Delivery and Reporting
- Produce regular reports, dashboards, and briefings for internal teams.
- Contribute insights to organisational communications and stakeholder reports.
- Collaborate with teams and external partners to ensure clear visualisation and dissemination of data.

Project and Stakeholder Support

- Supply data inputs for strategic projects and business planning.
- Liaise with partners, consultants, and data providers as required.
- Conduct background research and support new insight pilots and initiatives.

Operational Efficiency and Governance

- Maintain up-to-date documentation, metadata, and process guides.
- Ensure compliance with data protection regulations and legislation.
- Promote best practices in data governance.
- Support with exploring emerging technologies, including generative AI, for effective data management, visualisation, and insights reporting.

Person Specification

Essential

- High attention to detail and commitment to data accuracy and process improvement.
- Proficient in Excel (e.g. pivot tables, formulas, charts) or similar tools.
- Ability to interpret data clearly in both visual and written formats.
- Organised and capable of multitasking to meet deadlines.
- Strong communication and collaborative skills.
- Familiarity with data visualisation tools (e.g. Power BI, Tableau).

Desirable

- Experience with CRM platforms (e.g. Microsoft Dynamics or Vicinity CRM).
- Interest in destination, urban, or membership-based data (e.g. tourism, commercial property).
- Understanding of GDPR and data privacy regulations and legislation.
- Prior experience in a data, research, or analysis role.
- An understanding of responsible use of emerging technologies, including Generative AI, for data processing and management systems.

Please note that the above is not intended to be an exclusive or exhaustive list of responsibilities and personal specifications but an outline of the main areas. Please also note that the Company reserves the right to update the job description at its discretion.