



Job Description	
Job Title: Data and Digital Communications Officer (0.6 FTE)	Section: Business Team
Work Location: Based at Gardners Lane C&FC with work across all Aspire Sites as required	Grade: Grade 7 (£32,115 pro rata)
Reporting to: Business Manager	Part time: 0.6 FTE (flexible hours available)
Date of issue: Summer 2025	
Job Purpose: <ul style="list-style-type: none"> To interrogate and analyse a range of existing external and internal data sources to report on demographic and service specific issues, including contract monitoring data for the Children and Family Centre contract held with Gloucestershire County Council. Responsible for tracking performance and trends over time, highlighting emergent needs and any areas that require additional focus for senior managers. To ensure business planning, delivery and performance monitoring is informed by relevant and accurate data. Responsible for monitoring and evaluation of Aspire Foundation programmes of work e.g., conducting questionnaires, surveys and other data collection for evaluation of new and ongoing initiatives. Ensuring that Aspire Foundation manages the information we collect in a way that makes it the most useful for us – this includes making sure our processes and systems are compliant. Acting as a champion of data and information and supporting others in the team to assist them in developing their skills. Communicating effectively using our digital channels, including our website, electronic bulletins and social media, to engage partner organisations and other stakeholders, and help Aspire Foundation achieve its objectives. Context in which Aspire Foundation Jobs are carried out: Aspire Foundation delivers services from Children and Family Centres and Early Years Settings across Cheltenham and Tewkesbury. Staff are required to work as a single team according to service area and be prepared to work flexibly across all sites operated by Aspire Foundation as the need arises.	

Key Responsibilities:	
Information and Data:	
1	Demonstrate confidence in sourcing, selecting, and utilising the most effective tools and technologies for data analysis and reporting to support informed decision-making.
2	To lead on data inputting, data monitoring and reporting: Data inputting: to ensure all staff are aware of deadlines and support with queries as needed. To use various systems to record data, ensuring this is done correctly across the locality.

	<p>Data monitoring: to monitor specific sets of data on a monthly, quarterly and annual basis, ensuring all deadlines are met. To use benchmarking data to review progress and make comparisons.</p> <p>Data reporting: to extract data from various systems and manipulate/analyse in order to present data which is up-to-date and accurate. Supporting statutory data return processes, including data collection, checking and validation, and summarising.</p>	
3	To support senior managers in monitoring the performance of Children & Family Centres and Early Years Settings.	
4	To be responsible for creating and maintaining an accurate and up-to-date information asset register to ensure robust data governance and transparency.	
5	Responsible for monitoring data retention practices across the organisation to ensure compliance with internal policies and external regulatory requirements.	
6	Provide support for the administration, maintenance, and effective use of SharePoint as a key platform for information management and collaboration.	
7	Lead on future-proofing the organisation’s data analysis and monitoring capabilities, exploring and implementing emerging technologies including AI and automation.	
8	Work collaboratively with Gloucestershire County Council (GCC) to support the development of their digital platform and contribute to shaping an enhanced, data-informed digital offer.	
Communications and website:		
9	Manage and continually develop the Aspire Foundation website to ensure it meets our needs and those of its users.	
10	Analyse content, layout and user-journeys; make recommendations and implement these.	
11	Ensure the Aspire Foundation website is compliant with statutory guidance and legal requirements.	
12	Oversee and contribute to Aspire Foundation’s digital communication media, including Aspire Foundation’s social media presence.	
13	Provide training and support to staff as required.	
14	To participate and contribute in meetings with internal staff and external agencies.	
15	To undertake training according to the needs of the service.	
Policy Management		
16	To oversee the development of policies within the organisation.	
17	To maintain, manage and update all data relating to organisational policies as required by SMT.	
18	To ensure all Aspire Foundation policies are scheduled for review and kept up-to-date.	
General Duties:		
19	To be able to evidence Aspire values at all times:	
	Respect “We value, accept, listen and support everyone”	Integrity “We are honest, dependable and accountable for our actions”

	Collaboration <i>"We believe in the power of working together"</i>	Excellence <i>"We strive to do our best through innovation & learning"</i>
20	Equality, Diversity and Inclusion Assist in the implementation of Aspire Foundation equal opportunities objectives with particular reference to any targets/positive actions set out in the Fairness and Diversity Strategy & Equalities Act 2010. Understand and comply with Aspire procedures for promoting and safeguarding the welfare of children and vulnerable adults, at a level appropriate to your role.	
21	Safeguarding To apply good safeguarding practice at all times and ensure that those policies and procedures are followed and that safeguarding training is undertaken when requested and to keep knowledge and practice up to date.	
22	Health and Safety To ensure a high priority is given to the management of health and safety; that all legal responsibilities are met by carrying out risk assessments and taking appropriate action as requested. To take a pro-active approach in ensuring personal health and safety is considered at all times and not to act in a way that puts anyone at unnecessary risk.	
23	Special Conditions <ul style="list-style-type: none"> • The post holder will be required to travel across the localities therefore will need to have appropriate means of transport and business insurance to carry out their duties. • Enhanced DBS check required. • Any other duties, commensurate with the level of the post. 	



Person Specification

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Job Title:	Data and Digital Communications Officer	
Grade:	7	
Work Location:	Aspire Foundation Sites as required	
Date prepared/updated:	Summer 2025	
ATTRIBUTES	ESSENTIAL	DESIRABLE
Qualifications/ Training	<ul style="list-style-type: none"> GCSE Grade C (or equivalent) in English and Maths A degree or equivalent qualification/experience in a relevant field such as Data Science, Communications, Marketing, Information Management, Computer Science, or a related discipline. 	<ul style="list-style-type: none"> Professional certification in areas such as Google Analytics, Power BI, Microsoft 365, PRINCE2 (for project management), or similar.
Experience	<ul style="list-style-type: none"> Proven experience in managing digital communications platforms (e.g., websites, email marketing, social media) and data tools. Experience of building positive and effective working relationships with colleagues, partners, and stakeholders. Experience using content management systems (CMS) and digital tools such as SharePoint, WordPress, or similar platforms. 	<ul style="list-style-type: none"> Experience working in a public sector, education, or non-profit environment, with an understanding of related governance and compliance frameworks.

Knowledge /Skills and Abilities	<ul style="list-style-type: none"> • Strong working knowledge of data analysis and visualisation tools, such as Microsoft Excel, Power BI, Google Analytics, or similar. • Understanding of data protection, GDPR, and digital accessibility standards relevant to public or private sector communication in the UK. • Strong organisational skills and the ability to proactively solve problems and share findings and developments. • Excellent written and verbal communication skills, with the ability to translate complex data into clear, user-friendly content for diverse audiences. • High quality customer service skills. • Willing to undertake further training to fulfil job role 	<ul style="list-style-type: none"> • Ability to perform research to better understand social trends and their implications for service provision and the needs of people from diverse social/cultural backgrounds. • Ability to train and support colleagues in the use of digital tools and platforms, including SharePoint and intranet systems. • Understanding of safeguarding principles and how data and communications align with secure information sharing practices.
Personal Qualities	<ul style="list-style-type: none"> • Able to use initiative and a positive outlook. • Forward planning and multi-tasking. • Desire to assist people and patient. • Calm under pressure. • Thorough and attentive to detail. 	
Special conditions	<ul style="list-style-type: none"> • Must be committed to working as a member of a team to provide a high level of service to users. • Discreet & confidential whilst remaining professional, tactful & sensitive. • Full Driving Licence with business insurance and be able to travel between sites operated by Aspire Foundation. • DBS clearance. 	