Job Description

Job Title: Fundraising Database Manager

Job Ranking: 3

Responsible to: Direct Marketing Manager

Location: Whizz-Kidz HQ – London, Victoria

Hours Per Week: 37.5

Date: July 2014

Job Purpose:

To manage, develop and maintain the database, raiser’s Edge (RE) to ensure that it delivers the best possible information. Drive fundraising data strategy and provide database analysis, marketing and technical expertise to enable fundraisers to maximise income and supporter retention. (There is an IT manager who is responsible for the charity’s IT infrastructure, setting up and installing systems and running daily back-ups of systems and data.)

Main Duties and Responsibilities:

1. Provide the expertise to support an integrated data strategy across fundraising, advising on and sharing best practise

   1.1. Identify opportunities for using insight and data within RE more effectively to improve database marketing.

   1.2. Communicate and build relationships with external suppliers to inform the data strategy and database development and secure the smooth delivery of database services through RE.

   1.3. Work with RE users to maximise business efficiencies.

   1.4. Keep up to date with current database developments and consider if they can be applied to Whizz-Kidz

   1.5. Manage any database projects for development or enhancement of RE

2. 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
2.1. Be responsible for data selections for fundraising activity to support increased income generation and supporter retention, ensuring data selections are planned and organised effectively across fundraising. Advise teams on selecting data and undertake data selections.

2.2. Work with fundraising teams and external agencies to support the development of long term sustainable supporter journey planning.

2.3. Lead on data analysis and in developing and implementing reporting tools, produce regular management information and campaign evaluation.

3. **Maintain the database and ensure data integrity**

   3.1. Be responsible for the technical maintenance of RE, liaising with Blackbaud and other suppliers as necessary.

   3.2. Ensure that data and income are reconciled between RE and Finance.

   3.3. Liaise with the IT Manager, as required, on ensuring data is secure, there are adequate back-ups and that data can be retrieved within the context of the overall Whizz-Kidz Business Continuity Plan.

   3.4. Manage the import and export of data to and from external suppliers.

   3.5. Manage the set-up, documentation and maintenance of coding structures on RE to ensure effective data selection, analysis and reporting across all fundraising.

   3.6. Be the expert on Data Protection legislation and ensure compliance with legislation and best practice. Raise the profile of data protection issues regularly.

   3.7. Audit the database regularly to ensure data is clean, accurate and that staff are following procedures for data entry and management.

4. **Develop and implement a programme of training to support all RE users**

   4.1. Develop and deliver comprehensive induction and ongoing training and associated ‘How to’ documentation for RE users.

   4.2. Develop, implement, communicate and regularly review database protocols and procedures and ensure staff are following them.

   4.3. Provide technical support for RE users

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**Standard Clauses**

- The post holder will work within all policies, procedures and budgets set by Whizz-Kidz.
- The post holder will act at all times in the best interest of Whizz-Kidz.
• The post holder will form effective working relationships with all staff members, volunteers and outside organisations as appropriate.
• The post holder must accept responsibility for ensuring that the policies and procedures relating to Health & Safety in the workplace are adhered to at all times.
• The post holder must respect the confidentiality of data stored electronically and by other means in line with the Data Protection Act.
• The post holder will not disclose to an unauthorised person any confidential information acquired through official duties unless they have received official permission to do so.

The above list is not exclusive or exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope and job rank of the post.
## Person Specification

**Job Title:** Fundraising Database Manager

### Knowledge:
- In depth knowledge of Raiser’s Edge or other charity database
- Advanced level of computer literacy, including MS Office, Word, Excel (in particular) Access and the internet
- SQL server (2005 onwards) and VBA
- Excellent knowledge of Data Protection and other legislation relevant to database management

### Skills/Personal Qualities:
- Ability to build complex data queries and reports and manipulate large data sets
- A high degree of accuracy and attention to detail
- Demonstrable ability to use knowledge of RE in practical ways to identify and implement improvements in the way data is managed
- Ability to communicate complex data in a way that non-technical fundraisers can understand and action
- Highly motivated, positive and solution focused
- Able to multi-task, work calmly under pressure and meet tight deadlines
- Good project management skills from inception to evaluation
- Ability to work on own initiative and good team worker

### Experience:
- Managing a fundraising database
- Developing and delivering effective database training
- Developing data strategy
- Experience of digital integration with RE would be an advantage

### Qualifications:
- Educated to degree level or possess a relevant qualification or appropriate experience in a directly related post

### Circumstances:
- Able to undertake limited UK travel when required

*Please note:* This post is subject to an Enhanced DBS Disclosure, which will be sought prior to the confirmation of a job offer.

All Job Descriptions to be submitted to the Head of HR.