

Database Manager Job Description

Job Title: Full-time CRM Database Manager (permanent)

Salary:

Hours: 37.5 hours per week, Monday to Friday

Department: Finance and Administration

Location: Head office, London

Reports to: Head of Finance

Reports: Database Administration Assistant

Summary of Job Role

- Responsible for the maintenance and accuracy of the charity-wide supporter and beneficiary CRM database system.
- Managing data entry and analysis to ensure income and activity is accurately recorded and reported on.
- Managing data selection and segmentation to support and enable effective and efficient communication, finance and fundraising activities.
- Maintaining GDPR and Fundraising Regulator compliance.

Main Duties:

- To manage, maintain and develop the CRM database
- Manage the accurate import, export and analysis of data using some SQL
- Maintain data integrity, ensuring that data is audited and cleansed on a regular basis, and is fit for purpose in line with GDPR legislation and Fundraising Regulator best practice
- Develop data segmentation and selection systems for use by operations, fundraising and communications teams
- Produce income and fundraising campaign reports
- To produce accurate data reports for mass communications, advising departments
- Run Gift Aid claims
- To work with finance team to ensure finance (SAGE) and database records reconcile and are fit for accounting and audit purposes
- Produce ad hoc spreadsheets and macros

- Develop and maintain database manuals and related records of procedures to maintain consistently high standards
- Provide database training to staff as required and ad hoc IT support
- Lead or work on database-related projects, such as helping to develop new ways of presenting metrics and insight to improve decision making
- Line manage a Database Administration Assistant and manage volunteers within the department
- Maintain and manage third party relationships e.g. database provider, IT supplier

Person Specification

Experience

Experience of managing a CRM system (E) preferably in the charity sector

Experience of managing, manipulating and analysing large data sets

Evidence of supporting stakeholders (such as communication, finance and fundraising teams) in the production of relevant and accurate reports and data lists

Successful use of SQL

Proficient in cleansing, segmentation and selection of data

Experience in drafting manuals and new procedures

Training of staff in CRM systems

Strong project management and organisation skills

Knowledge

Advanced excel skills and SQL to ensure effective cleansing, selection and segmentation of data (E)

Knowledge of GDPR and data protection legislation, Gift Aid and BACS

Knowledge of supporter/donor/beneficiary CRM databases, preferably Donorflex

Educated to A level standard or equivalent

Understanding of fundraising and communications within a charitable organisation (D)

Skills and abilities

Ability to manage an up to date and accurate CRM system and ensure it is fit for purpose

Ability to communicate clearly with people at all levels and particularly with non-technical colleagues both in writing and verbally

Ability to develop strong working relationships and work across teams

Able to manage a small team

Ability to understand general financial procedures and systems to support finance team in reporting

Ability to assess needs of departments to produce relevant reports

Able to manage time, prioritise work and meet deadlines

Work without supervision and to be the organisation's expert

Empathy with the aims and goals of the charity and a commitment to support the delivery to meet these

Commitment to working within the principle of equal opportunities

Other requirements

The role will involve occasional travel and candidates must be willing to work outside normal working hours if required