

## JOB DESCRIPTION

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<b>Job Title:</b>	Fundraising Database Officer
<b>Directorate:</b>	Strategy and Transformation
<b>Location:</b>	Tower Hill, London and home working (Agile working – 2 days in the office)
<b>Reporting to:</b>	Fundraising Database Manager
<b>Responsible for:</b>	n/a

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### PURPOSE OF THE JOB

To undertake database administration, donor segmentation and donor analysis, providing database support to the fundraising team and enabling our strategy on supporter lifetime value, in line with our income growth path. Maintaining, developing and utilising the Raiser's Edge database as an effective fundraising, segmentation and analysis tool, and training the fundraising team on Raiser's Edge

### KEY RESPONSIBILITIES

#### Database Management

- Day to day administration of the Raisers Edge database, including adding of data to lists, campaigns, appeals, adding new users
- Improving data quality on the database by running queries and reports to identify where data is not accurate or in the right format such as missing address information, phone or email and gift aid. As well as other information as identified
- Importing data into Raisers Edge, understanding the implications of data imports and checking data quality of the imported data
- Assist in training Raisers Edge users (c 50 fundraisers) to ensure they are fully trained in the relevant aspects of database functionality and to provide technical support when required.
- Assist the Income Data Lead where necessary to support the Gift Aid and Direct Debit claim processes.

#### Selections & Analysis

- Work with the Fundraising Database Manager to deliver accurate and timely selections data for fundraising activity
- Work with fundraising and other teams to solve data challenges and estimate time to develop solutions and communicate timeframes
- Work with fundraising teams to develop reporting and dashboard information that provides relevant

and accurate data to monitor performance of fundraising activity

## **Compliance**

- Promote high standards of data quality and data gathering and data cleansing techniques to staff in the fundraising and communications team. Safeguarding supporter data, by checking the appropriateness of data collection activities in line with the Data Protection Act and GDPR.
- Ensure that St Mungo's is adhering to all current legislation, guidelines and performance standards in respect to supporter service and financial controls within a gift administration environment.
- Maintain the team manual with regards to database processes and procedures.

## **GENERAL**

- Adhere to St Mungo's Policies and Procedures at all times.
- Cover for other members of the team and division as necessary.
- Being proactive in reviewing and evaluating own performance and identifying and acting upon areas for improvement and development.
- Undertaking, as required, any other duties compatible with the level and nature of the post and/or reasonably required by more senior members of staff.
- Attend and participate in divisional and team meetings and other meetings as required.

This job description covers the current range of duties and will be reviewed from time to time. It is St Mungo's aim to reach agreement on changes, but if agreement is not possible, St Mungo's reserves the right to change this job description.

# PERSON SPECIFICATION

## Fundraising Database Officer

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Although we are keeping direct experience/knowledge requirements to a minimum, we do need you to use the application form or supporting statement to demonstrate your capabilities, in relation to the essential requirements in the person specification below. Where relevant use your answers to illustrate how your competences have helped you achieve positive results.

### ESSENTIAL REQUIREMENTS

#### **Experience, Skills, Knowledge and Abilities – required for application form:**

1. Experience in using databases as an administrator ideally using Raiser's Edge/Raiser's Edge NXT in the charity sector.
2. Experience of working with tools that support data management such as Importomatic or similar products.
3. Experience in developing complex reporting, incorporating multiple criteria based on ever changing requirements and analysing data.
4. Experienced in database management and data management tools and techniques – including Microsoft Excel (pivot tables, formulas and data manipulation), data cleansing and coding.
5. A good knowledge of GDPR.

#### **The below Experience, Skills, Knowledge and Abilities will be assessed at different stages of the recruitment process and throughout induction and training:**

1. Investigative mind, used to solving complex problems with an ability to remain focused on the wider goals of the task, team and department.
2. Well organised, able to prioritise and make decisions with a solution-focused attitude.
3. High level of IT literacy including ability to analyse data to a high level of accuracy.
4. Ability to train and provide ongoing support to colleagues with differing levels of ability, from beginners to advanced users with various demands and requirements.
5. Strong verbal and written communication skills.

#### **The following are required of all roles with St Mungo's. However, you do not need to address these in your application.**

- Genuine interest in and commitment to St Mungo's work and client group.
- An understanding of and commitment to diversity & equality.
- Willingness and ability to work hours outside of normal office hours on occasion (time off in lieu will be granted).
- Willingness to work flexibly in response to changing organisational requirements.

**In the selection testing/interview process, we will be assessing candidates against the following competencies:**

<b>COMPETENCY</b>	<b>PRIMARY INDICATORS</b>
<b>Improving and Innovating</b>	<ul style="list-style-type: none"> <li>• Is open to new ideas, improvement and change.</li> <li>• Handles situations and problems with innovation and creativity.</li> <li>• Shows commercial and financial awareness.</li> </ul>
<b>Interacting and Influencing</b>	<ul style="list-style-type: none"> <li>• Takes responsibility and demonstrates values-driven leadership.</li> <li>• Shows self-awareness.</li> <li>• Works well with other people.</li> <li>• Collaborates and networks effectively internally and externally.</li> <li>• Shows sound communication and influencing skills.</li> </ul>
<b>Understanding and Doing</b>	<ul style="list-style-type: none"> <li>• Able to find and analyse relevant written and numerical information and use it to make sound judgements.</li> <li>• Able to think strategically.</li> <li>• Demonstrates the necessary technical skills and aptitudes at the level that are required for the role.</li> <li>• Has good writing skills at the level required for the job.</li> <li>• Plans, organises and manages time well.</li> <li>• Demonstrates compliance and accountability.</li> </ul>
<b>Involving and Including</b>	<ul style="list-style-type: none"> <li>• Builds client/stakeholder involvement into all activities.</li> <li>• Is client and customer focused.</li> <li>• Aware of own level of cultural competence and proactively seeks to develop.</li> <li>• Actively promotes equality, diversity and inclusion among colleagues and clients.</li> </ul>
<b>Managing and Empowering (for managers only)</b>	<ul style="list-style-type: none"> <li>• Builds a high performing team.</li> <li>• Provides staff with clear direction and support.</li> <li>• Motivates, supports, enables and promotes the wellbeing of their team.</li> <li>• Manages the operational aspects of their function efficiently.</li> <li>• Implements plans, strategies and services effectively.</li> <li>• Actively contributes to service growth.</li> </ul>