

JOB DESCRIPTION: Database Officer

REPORTS TO: Head of Public Fundraising

LOCATION: Hybrid, minimum of one day in the London office per week

PURPOSE:

We pride ourselves in the strength of our relationships and the difference we make together to deliver our ambitious strategy and change lives.

As Database Officer, you'll be responsible for delivering tasks and projects to better manage, store and analyse fundraising data in a way that is compliant, efficient and effective. The hands-on role will develop and manage data processes, data imports, data selections, processing of income and reporting.

Over the course of your career at Back Up, you will be given training and development opportunities which will see you increase your skills and knowledge, and ultimately be able to provide in-depth insight and data analysis to support our fundraising efforts.

This role, alongside other members of the fundraising and data teams, will also form part of a project team scoping and implementing a new CRM, which will revolutionise the way we work with our beneficiaries and supporters.

Why Back Up?

We have a proven track record in service delivery and a well-established donor base of longstanding relationships. With current pressures on health services, the need for our services is greater than ever and we must explore new ways of working in partnership with individuals, supporters and funders to ensure we deliver for those affected by spinal cord injury.

What sets us apart as a charity is our user-led philosophy, and our fun and inclusive culture. We value diversity and prioritise work-life balance and the wellbeing of our staff and volunteers.

We focus on staff development, empowerment, and recognition. You will work as part of a supportive fundraising team that recognises current and future challenges in the fundraising landscape.

Key stakeholders:

In this role, you will work primarily with internal stakeholders across fundraising, data and finance, as well as other Back Up staff, volunteers and trustees. The postholder will be in touch with external suppliers as relevant for the role.

SPECIFIC DUTIES

- Manage data processes, imports and exports of all fundraising data including direct debits and single gifts, and donor records, in line with existing processes.
- To continuously review processes to ensure optimal, and compliant, ways of working. Proactively making recommendations to the Head of Public Fundraising and wider fundraising leadership team to ensure accurate, efficient and timely data management.

- Ensure that the use of the Fundraising CRM and the capture of all data from supporters or prospects conforms to data protection guidelines including GDPR. Optimise processes relating to managing supporter preferences and consent, to enable personalised, targeted and effective supporter journeys.
- Support the reconciliation between the CRM and finance systems, ensuring the Finance team know where to find the information they need to enable accurate coding for management accounts.
- As the internal 'expert' on the fundraising CRM, lead on the production of reports and queries to analyse fundraising performance and inform fundraising decision-making.
- Deliver training for colleagues using the new CRM (currently Donorfy) and help ensure all members are trained and kept up to date on new features and enhancements to enable them to do their job effectively.
- To grow to understand the database and provide audience insight and analysis for the fundraising team to support income generation.
- Carry out any other tasks as required by the Head of Public Fundraising and the fundraising leadership team.

PERSON SPECIFICATION

Candidates must fulfil the following essential criteria:

- Demonstrable relevant experience working in charity database team role using Donorfy, Beacon, Raiser's Edge or a similar fundraising CRM.
- Evidenced experience of managing high volumes of personal data using a large and complex supporter/CRM database.
- Evidenced ability to think analytically and deliver the most effective and accurate solutions for data capture, manipulation and reporting.
- A practical and operational understanding of data protection, GDPR, PECR, and how to ensure data compliance on a fundraising database.
- Enthusiasm, motivation and flexibility - a creative and proactive 'can do' approach to all areas of work
- Excellent written & verbal communication skills, able to write engaging copy
- Computer literate and confident in the use of standard IT systems (Word, Excel)
- A commitment to accuracy and attention to detail
- Strong organisational skills, able to prioritise and organise own workload
- Strong team working orientation; collaborative and supportive and able to take initiative when appropriate

In addition, candidates that demonstrate any of the following desirable criteria will be at an advantage:

- Understanding of spinal cord injury & disability issues
- Familiarity with email marketing platforms such as Mailchimp, specifically from a data management perspective.

TERMS AND CONDITIONS – Database Officer

Type of Employment

- Permanent

Pay

- £30,000 - £32,000 per annum dependent on experience

Hours of work

- Your normal hours of work will be between 9am and 5pm, a total of 28 hours per week.
- Some flexibility of working hours may be required in accordance with the needs of the charity.
- Flexibility in working hours may be negotiated to enable a better work/life balance or to meet needs as required, including consideration of part-time or job share.

Probation

- There will be a six-month probation period.

Notice Period:

- Two calendar months on either side, after a satisfactory six-month probationary period. During probation, notice will be one week either side.

Disabled access

- The office is fully wheelchair accessible.

Staff Benefits

- Holiday - You are entitled to 22 days paid holiday per year plus bank and public holidays. This increases by one day per year up to a maximum of 25 days (pro rata). Additionally, the office is closed between the Christmas and the New Year period giving an additional 3 days.
- Pension - Back Up has a designated stakeholder pension scheme that staff can join. With a staff contribution of 5% salary, Back Up will contribute 3% into this scheme.
- Generous sickness pay provision.
- Access to financial advisor – annual initial exploratory meeting with an independent FSA.
- Season ticket loan: an interest free loan for the purchase of a season ticket.
- Ride to work scheme.
- Study and sabbatical leave.
- “My day” – 17.5 (pro rata) hours per year to carry out voluntary work.
- Life Assurance – 3 times annual salary.