



JOB DESCRIPTION

POST TITLE	Database Officer
FUNCTION	Support the management and administration of the CRM database and co-ordinate data processing and analysis to support fundraising and other activities across the organisation.
RESPONSIBLE TO	Database & Administration Manager
RESPONSIBLE FOR	Volunteers, as required

PURPOSE OF POST

Support the Database & Administration Manager in the improvement and use of the CRM database to ensure an accurate, effective and compliant system

Deliver excellent data use and analysis to effectively target appeals and communications.

Provide excellent administration function to deliver high quality supporter care and build strong positive relationships with supporters, prospects and other CWT fundraising contacts.

Deputise for the Database & Administration Manager to ensure timely and accurate processing of information including collection of Direct Debit payments and submission of Gift Aid claims.

MAIN RESPONSIBILITIES

1. Use & development of CRM database

Work with the Database and Administration Manager and relevant colleagues to:

- Cleanse and organize data to maintain high levels of accuracy and effectiveness of the CRM database.
- Improve the database to meet the Trust's developing data processing requirements.
- Deputise for the Database & Administration Manager on essential CRM administration tasks.
- Assist with training of colleagues in use of the CRM database and in fundraising administrative systems and procedures.
- Support the implementation of a new CRM database (thankQ).

2. Data import, analysis and insight

- Work with Digital Marketing Officer and other colleagues to import and export data accurately and effectively to support the delivery of fundraising and marketing campaigns.
- Identify and lead on the implementation of a supporter data strategy that allows fundraising and marketing teams to target their communications and strategies for maximum impact.
- Work closely with colleagues to develop and execute data briefs and prepare data files for use across all marketing and communications channels.
- Develop and maintain an appropriate data driven supporter segmentation model.
- Run routine quality checks on data and recommend and implement data cleansing and procedure updates, as required.

- Work with Digital Marketing Officer and other colleagues to develop bespoke reporting and analysis, drawing out insights and recommendations to inform the development of digital marketing and other activities.
- Work with colleagues to identify and create measures to model and monitor performance.
- Provide regular reports and analysis of membership and other fundraising activity against targets including weekly/monthly KPI reports and RSWT annual survey information.
- Develop models and reports to help forecast and predict performance.
- Provide accurate financial reports to support reconciliations between CRM and the financial ledger.
- Provide reports on new memberships to inform payments to recruiters and external agencies.
- Analyse lifetime value to inform supporter acquisition and development activities.
- Identify opportunities to streamline communications and improve engagement with contacts and supporters.

3. Fundraising administration & support

- Create and maintain accurate records of members, supporters, prospects and income.
- Prompt and appropriate acknowledgement and fulfilment of all donations, gifts and adoption purchases.
- Ensure new members receive personalised welcome letters and packs promptly.
- Manage membership renewal processes to minimise overdue membership payments.
- Essential fundraising administration tasks including filing, membership and adoption pack despatch and maintaining stocks of fundraising materials.
- Deputise, as required, for the Database & Administration Manager to ensure timely and accurate BACS Direct Debit processing including the checking and releasing of BACS files for processing and managing the Paperless Direct Debit process.
- Provide cover for the Database & Administration Manager to maintain Gift Aid records, claims and audits and ensure that the Trust's practices are compliant with HMRC requirements for Gift Aid.
- Minimise lapsed memberships through the resolution of issues raised and delivery of agreed personalised communications with supporters.
- Resolve day to day membership administration queries by phone, email and letter.
- Build positive relationships with individual members by taking a personal approach and ensuring that they feel their support is valued.
- Assist with the delivery of regular communication with supporters by phone, email and post including membership renewal letters, updates on the value of their support, invitations to events.
- Assist with the organisation and delivery of fundraising and supporter events.
- Take responsibility for meeting your individual membership target as part of the staff membership recruitment scheme.

4. Building Excellence

Contribute to CWT being an Effective Organisation as follows:

- Help ensure that the Trust complies with relevant fundraising and marketing regulations and guidelines.
- Help ensure the Trust is compliant with all aspects of Data Protection legislation and information security requirements.
- Provide training and support to staff and volunteers using the CRM database.
- Liaise with membership and database officers throughout the Wildlife Trusts partnership to exchange ideas and spot opportunities.
- Undertake training as required.
- Undertake any other duties required by the Director of Fundraising & Communications and other members of the Senior Management Team.

POST SPECIFICATION

This is a technical role that requires diligence, accuracy and attention to detail. This position would suit someone who is well organised with a friendly, professional and resourceful approach to working within a small team dealing with a wide range of people and situations. The post-holder will have to undertake a range of duties with some degree of personal responsibility and autonomy under the guidance of other team members. Close collaborative working with colleagues across the organisation is required.

1. Management and Supervision
 - Working with other team members
 - Responsible for providing guidance and support for volunteers.
2. Accountability and Resources
 - Responsible for day-to-day entry and amendments to the database.
 - Responsible for the implementation of appropriate administration systems and processes.
 - Responsible for effective supporter data strategy
 - Responsible for data driven supporter segmentation model
 - Responsible for accurate and effective importing and exporting of data.
 - Responsible for effective data analysis and reporting.
 - Responsible for handling member bank account details.
 - Responsible for ensuring that supporter and contact details and income are accurately recorded.
 - Responsible for ensuring monthly membership subscriptions are processed and received through BACS. (as deputy for Database & Administration Manager)
 - Responsible for ensuring regular Gift Aid claims are submitted to HMRC. (as deputy for Database & Administration Manager)
3. Job Impact
 - Key member of the Fundraising & Communications Team.
 - Support the Database & Administration Manager in maintaining and improving our use of CRM database to improve its functionality in line with the needs of the organisation.
 - Responsible for ensuring accurate and effective data available to support fundraising and communications activities.
 - In order for the organisation to work effectively, you may be required to assist other areas of work and therefore you should be prepared to undertake other duties appropriate to the post as delegated by your line manager.
4. Independence and Judgement
 - Overall supervision is provided and you will need to work closely with other members of the Fundraising & Communications team on a daily basis.
 - Responsible for managing your own time and work load on a day-day basis.
5. People and Contacts
 - Day-to-day contact with members and prospective members and donors.
 - Will work with staff at all levels within CWT including the Chief Executive.
 - Regular contact with volunteers
6. Creativity and Innovation
 - A need to be versatile and flexible, able to adapt to a variety of daily challenges and sometimes last minutes changes to planned work.
7. Working Conditions
 - This is role is based at CWT headquarters at Bickley Hall Farm.

PERSON SPECIFICATION

Experience	Essential	Desirable
A professional qualification in Computer Science / Data Science / Maths or related subject or demonstrable experience as a Data Analyst.	✓	
Previous experience in an administrative role	✓	
Experience of working with a CRM, ideally within voluntary sector	✓	
Experience, in a professional capacity, of data management, segmentation, analysis and reporting	✓	
Experience of delivering high quality customer/supporter care	✓	
Experience of data entry	✓	
Experience of working as part of a team	✓	
Experience of handling customer details including sensitive and personal information	✓	
Experience with advanced analytics and visualization tools, either software or code based		✓
Experience of working with volunteers		✓
Knowledge		
Good knowledge of contact database systems	✓	
High level of IT competency	✓	
BACS and Direct Debits processing	✓	
Gift Aid	✓	
Data protection requirements	✓	
Principles of good customer care	✓	
Understanding of the voluntary sector		✓
Good general knowledge of wildlife and conservation		✓
Skills		
Advanced Excel skills (including pivot tables, VLOOKUPs, data matching)	✓	
Analytical skill and mindset	✓	
Ability to manage large datasets	✓	
Excellent communication skills – written and verbal	✓	
Attention to detail and accuracy in all areas of work	✓	
Strong customer service skills	✓	
Numeracy	✓	
Able to deal with personal and sensitive data appropriately and accurately	✓	
Effective organisational skills – the ability to manage and prioritise workload and meet deadlines	✓	
Problem solving skills	✓	
Ability to work independently and as part of a team	✓	
Personal qualities		

Commitment and enthusiasm to the Trust and its work	✓	
A positive and mature approach to dealing with customers	✓	
Efficient and well organized, ability to prioritise effectively	✓	
Self-motivated and able to use initiative; proactive approach; adaptability / flexibility	✓	
The ability to maintain confidentiality	✓	
A full current driving license and access to transport for business purposes		✓

GENERAL TERMS AND CONDITIONS

Salary:	£18,000 - £22,000 p.a. Progression through the pay scale is dependent upon the achievement of membership and fundraising targets across the whole team, in which you will play a key role.
Pension:	The Trust operates an autoenrolment compliant pension scheme. Details are set out in the staff handbook.
Hours of Work:	Part-time, 28 hours per week. Overtime is not paid but time off in lieu may be taken.
Duration of post:	This post is permanent and subject to a 6 month probationary period in order to assess your suitability to the role
Holidays:	28 days (including bank holidays) plus 3 specified days. Holiday entitlement for full-time employees increases by 1 day for every year worked up to a maximum of 5 extra days after 5 years.
Place of work:	The Wildlife Trust's Head Office: Bickley Hall Farm, Bickley, Malpas, Cheshire SY14 8EF. It is expected that the post holder will be based in the office with some home working as appropriate.