

JOB DESCRIPTION

Department:	Fundraising
Job Title	Database Officer
Accountable To:	Senior Individual Giving Manager
Accountable For:	n/a
Based At:	Leatherhead
Salary Band:	£31,000-£34,000
Job Purpose and Context	
<p>This role will take primary responsibility for the management of the fundraising and marketing database thankQ and will be the main point of contact for all database enquiries. They will play a critical part in enhancing supporter experience through the development of our fundraising database.</p> <p>The post holder will be pivotal in ensuring that all teams use thankQ in the most effective way and will provide support and training to facilitate this. They will manage the import and export of outcomes data to aid strategic planning and ensuring that relevant information is integrated with thankQ.</p> <p>The post holder will live the Rainbow Trust Values and effectively communicate with our supporters, over the telephone, email and face to face at various events and meetings.</p>	
Areas of Responsibility	
<ul style="list-style-type: none"> • Management of the fundraising and marketing database, thankQ, with responsibility for data management, integrity, analysis and reporting • Provide regular training to new and existing employees and volunteers • Development of effective database reports that provide relevant information and statistics to support fundraisers develop their strategies for fundraising growth • Lead the Fundraising Team in the integration of the finance and thankQ database, ensuring as many financial processes are automated as possible 	
Leadership and Strategy	
<ul style="list-style-type: none"> • Professionally represent the department and the charity internally & externally • Provide guidance and direction for volunteers and interns for effective database usage • Commit to Performance Management Process and develop stretching objectives to meet business plan • Live the Rainbow Trust values 	
Operational and Project Planning	
<ul style="list-style-type: none"> • Produce quarterly Fundraising KPI reports that identify development areas to improve strategic business planning • Create monthly reports demonstrating fundraising pipeline and income received against budget to support accurate forecasting • Create monthly Care Team reports demonstrating outcomes • Develop own individual work plan in consultation with line manager with weekly, monthly 	

<p>and quarterly time frames</p> <ul style="list-style-type: none"> • Develop project plans to support work programme activity that identify key milestones, success criteria and resource requirements • Take proactive and individual responsibility for meeting agreed outcomes and objectives • Monitor project and work programme progress and report any variance • Organise own time and resources effectively and use initiative • Contribute to team and departmental planning events and activity • Operate in compliance with relevant legislation, best practice and corporate policy
<p>Working with Customers and Service Delivery</p>
<ul style="list-style-type: none"> • Provide training for all new starters and ensure current employees are trained to effectively use the database • Manage all relevant external relationships with data processing agencies, including implementing an annual database cleanse, to ensure ongoing data integrity is maintained at all times • Respond effectively and promptly to database enquiries and requests received from internal customers • Understand and contribute to a culture of effective donor care to ensure that high standard supporter expectations are set and met • Ensure a robust customer feedback procedure is created and implemented on thankQ • Deliver outstanding services to both supporters and colleagues to professional standards and corporate guidelines • Build and maintain relationships with new and existing supporters based on sound customer care principles
<p>Developing, Maintaining Systems and Procedures</p>
<ul style="list-style-type: none"> • Proactively suggest and implement improvements in the use of thankQ to help Fundraising and Marketing Teams • Establish and lead the thankQ super user groups to ensure all colleagues are database competent to support their fundraising activities • Utilise and interrogate data to monitor progress towards individual objectives • Contribute to wider data collection and analysis exercises across the department • Effectively use thankQ, Ecco and the MSOffice suite to keep records current, complete and accurate • Keep informed of changes and developments to ensure Rainbow Trust data is compliant with GDPR and Fundraising Regulator guidance • Ensure that all direct marketing communications, on and off line, are compliant with the law, advising the team as necessary
<p>People Management and Development</p>
<ul style="list-style-type: none"> • Inspire and provide advice and support to volunteers and interns to Volunteer Management guidelines • Monitor volunteer and interns work programmes and report back to line manager • Recognise and value the contribution of volunteers and interns
<p>Team Working and Collaboration</p>
<ul style="list-style-type: none"> • Work closely with the Individual Giving Team on data segmentation and counts and produce appeal analysis for projects as required • Work closely with the Supporter Care Team to ensure that donor giving and financial records reconcile on a monthly basis, automating all processes where possible • Support Regional, Major Donor, Events and Corporate Teams to ensure thankQ is

addressing their current fundraising needs

- Support the Care Team to ensure that Ecco is being used to store all case loads and that information can be extracted to demonstrate outcomes
- Contribute professional knowledge and expertise to team and department development, service delivery monitoring and evaluation
- Act as a source of knowledge and expertise on thankQ, Ecco and database procedures
- Collaborate effectively with colleagues across the department and organisation
- Proactively participate in team meetings
- Contribute to team building initiatives and activities including SBI feedback

Special Conditions

- Attendance at fundraising events from time to time in order that the organisation is able to deliver on its commitments to its stakeholders
- Some UK travel may be required from time to time
- The list of responsibilities outlined above are not intended to be exhaustive and the post holder may be required to carry out other reasonable tasks or responsibilities under the direction of a manager.