



# Database and Fundraising Administrator

Department:	Individual Giving
Job title:	Database and Fundraising Administrator
Reports to:	Individual Giving & Supporter Engagement Manager
Based at:	Leatherhead
Salary:	£22,500 per annum

## Job Summary

The key purpose of this role is to help the Fundraising and Engagement teams to increase supporter engagement and maximise income generation by accurately updating our Customer Relationship Management (CRM) database to enhance the supporter experience.

The Database and Fundraising Administrator will be responsible for inputting data and income from a variety of sources onto our CRM database, ensuring high data quality and integrity.

The post holder will champion data, systems and process improvement, and will live the Rainbow Trust Values effectively communicating with colleagues and supporters.

Rainbow Trust Children's Charity enables families who have a child with a life-threatening or terminal illness to make the most of time together, providing expert, practical and emotional support, where they need it for as long as it is needed.

## Areas of Responsibility

### (Specific to role)

- Process personal data and donations received from a variety of sources, ensuring the CRM database and Finance system have correct up-to-date information at all times
- Enter and code donations and income in the CRM database promptly and correctly: daily gifts, donations via online platforms (Virgin Money Giving, Just Giving, Stripe, PayPal, Facebook etc)
- Ensure accurate reconciliation of income between the CRM database and the Finance system
- Assist with processing Direct Debits, Standing Orders, lottery and payroll giving income
- Work closely with colleagues to ensure that all income is entered promptly and coded correctly
- Assist the Database Officer in the administration of the CRM database, maintaining integrity and quality of data
- Assist with data segmentation, data selection and supply according to briefs
- Manage the Gift Aid claims process to ensure all income is claimed
- Create and manage database reports, conduct ad-hoc analysis and assist with the development of measuring tools
- Stay up-to-date on HMRC regulations
- Play an active role in the cross-team Database Development Group, championing process mapping, process improvement and robust governance
- Be compliant with GDPR, ensuring high level of accuracy and confidentiality of personal data

## General Responsibilities

### Leadership and Strategy

- Contribute to the strategic planning and budgeting process for the individual giving and supporter engagement team
- Act as representative of the charity to a variety of external and internal audiences and in diverse contexts
- Operate in compliance with relevant legislation, best practice and organisational policies
- Commit to Performance Management Process and develop learning objectives to meet business plan
- Commit to own professional development
- Live the Rainbow Trust Values

### Operational and Project Planning

- Take individual responsibility for agreed objectives and targets
- Develop project plans to support work programme activity, identifying key milestones, success criteria, KPIs and resource requirements
- Monitor project and work programme progress and report any variance
- Organise own time, manage resources effectively and use initiative
- Operate in compliance with best practice and corporate policy

### Working with Customers and Service Delivery

- Maintain effective relationships with donors, supporters, media representatives and suppliers
- Respond effectively and promptly to database enquiries and requests received from internal customers
- Promote a culture of effective supporter care
- Ensure requests for information and action from supporters are responded to promptly and their reasonable expectations are met
- Ensure that service delivery and contact with supporters is characterised by the principles of good supporter care/donor stewardship
- Deliver direct services to both supporters and colleagues to acceptable professional standards and supporter care policy
- Report any complaints received to the team from supporters, suppliers or any other external or internal contacts

## Developing, Maintaining Systems and Procedures

- Ensure that data relevant to areas of responsibility and activity is adequately and safely recorded and stored
- Proactively suggest and implement improvements in the use of the CRM database to help fundraising and engagement teams
- Ensure GDPR compliance
- Utilise and interrogate data to monitor progress towards individual objectives
- Ensure regular data cleansing is actioned and contacts are current

## People Management and Development

- Support in the recruitment and retention of high calibre volunteers and interns through effective supervision
- Provide advice and support to volunteers under the direction of line manager and to Volunteer Management guidelines
- Recognise and value the contribution of volunteers

## Team Working and Collaboration

- Contribute professional knowledge and expertise to team and champion the correct use of the database and its importance across the organisation
- Collaborate effectively with colleagues in all teams to deliver on priorities and objectives to ensure delivery of a high-quality service
- Act as a source of knowledge and expertise to colleagues
- Champion business improvement and people development initiatives
- Proactively participate in team meetings and away days as well as staff conference
- Contribute to team building initiatives and activities including SBI feedback

## Special Conditions

- Some out of office work may be required from time to time in order that the organisation is able to deliver on its commitments to its stakeholders
- The list of responsibilities outlined above is 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

# PERSON SPECIFICATION

## Database and Fundraising Administrator



### ESSENTIAL

### DESIRABLE

#### Experience

(Previous roles, types of organisations)

- Administrative/back office support role
- Day to day CRM database administration (data inputting and reporting)
- Managing own daily workload
- Working in a customer or client relations environment

- Worked or volunteered in a charity
- Fundraising experience
- Experience of using a fundraising CRM system (thankQ or similar)
- Inspiring supervision of interns or volunteers

#### Special Competencies

(Specific job-related skills knowledge understanding)

- Strong MS Office knowledge and sound front-end CRM database skills
- Competent in data input, data processing, data analysis and reporting
- Knowledge of the principles that underpin good customer care
- Strong verbal and written communication skills
- Neat and organised, and able to carry out instructions carefully
- Customer service, team-oriented focus

- Knowledge of the principles of effective database and customer care management
- Understanding of relevant UK legislation including Gift Aid, Charities Acts and GDPR
- Working knowledge of an email service provider (ESP) like mailchimp

#### Disposition

(Influence over others, dependability, self-reliance)

- Patient and consistent - applies good attention to detail and accuracy even with repetitive work
- Cooperative working style - enjoys being helpful towards others
- Better-than-average level of accuracy, applying careful attention to the quality of work produced
- Works well at a steady pace with the support and encouragement of management
- Approachable, easy-going and helpful team member
- Meets deadlines

# PERSON SPECIFICATION

## Database and Fundraising Administrator



### ESSENTIAL

### DESIRABLE

<b>Thinking Style</b> (Practical, conceptual, innovative, traditional, change oriented)	<ul style="list-style-type: none"> <li>Careful - makes cautious decisions within clear guidelines and the full support of team or management</li> <li>Collaborative and unassuming</li> <li>Respects and seeks direction from others</li> <li>Works harmoniously within the team and follows up in a caring non-threatening manner</li> </ul>	
<b>Attainments</b> (Academic and professional qualifications and training)	<ul style="list-style-type: none"> <li>Educated to A level or equivalent</li> </ul>	
<b>Motivation</b> (Ambition, money, security)	<ul style="list-style-type: none"> <li>Completing tasks accurately as specified</li> <li>Producing high quality work</li> <li>Strong sense of duty</li> <li>Working within a harmonious team</li> </ul>	
<b>Circumstances</b> (Mobility, special demands of job, unsocial hours)	<ul style="list-style-type: none"> <li>Commitment to own continuing professional development</li> <li>Able to work flexible hours, to accommodate evening and weekend events from time to time</li> </ul>	