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| **JOB DESCRIPTION** |

**IDENTIFICATION OF JOB**

**JOB TITLE** - Database & Administration Manager

**TEAM** - Fundraising and Engagement

**WORKING BASE -** Bickley Hall Farm, Malpas

**RESPONSIBLE TO** - Director of Fundraising & Engagement

**RESPONSIBLE FOR** - Database Officer, Administration Assistant, Volunteers

**OVERALL PURPOSE OF JOB**

* Manage the implementation and ongoing development and use of a new CRM database to ensure an accurate, effective and compliant system.
* Lead the development and implementation of effective administrative systems to support fundraising activities and deliver excellent supporter care.
* Ensure timely and accurate processing of information including collection of Direct Debit payments and submission of Gift Aid claims.

**MAIN RESPONSIBILITIES**

**Managing CRM database**

* Work with colleagues and external suppliers to manage migration to new thankQ CRM database.
* Work with relevant colleagues to develop use of the database to meet data processing needs across the Trust.
* Cleanse and organize data to improve the accuracy and effectiveness of the CRM database.
* Develop and improve existing protocols to ensure a compliant and effective system.
* Implement agreed enhancements and upgrades to the database.
* Keep current fundraising software including CRM and BACS up to date and resolve operational issues.
* Act as the main point of contact with CRM and BACS suppliers.

**Fundraising administration**

* Manage 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 relevant training to staff to handle Direct Debit payments over the phone and internet. Ensure that the Trust’s practices are compliant with BACS procedures and that they meet the requirements of our sponsoring bank.
* Ensure that the processes used in the database are compliant with Data Protection legislation.
* Manage and 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.
* Oversee and assist with other fundraising administration and data input tasks, as required, including processing and acknowledgment of new memberships and donations, dealing with day-to-day queries, membership renewals, processing of warm leads and administration of member-only events.
* Work with the Database Officer & Administration Assistant to ensure a high level of supporter care is provided through for example, appropriate and timely responses to queries and donations/orders.
* Provide cover for the Database Officer, as required.

**Administrative systems and data analysis**

* Work with colleagues to establish and document systems and procedures which support an effective and compliant CRM database and fundraising administration function.
* Lead efficient and compliant processing of data across the Trust.
* Train the Database Officer, Administration Assistant and other colleagues, as required, in use of the CRM database and in fundraising administrative systems and procedures.
* Ensure all regular database processes including membership renewals and reminders, Gift Aid and BACS claims are completed within required timescales.
* Complete monthly and year end reconciliations between CRM and the financial ledger.
* Provide regular reports and analysis of membership and other fundraising activity against targets including weekly/monthly KPI reports and RSWT annual survey information.
* Create regular activity reports and queries to meet the needs of the Director of Fundraising & Engagement and other colleagues.
* Assist with the specification and production of mailing lists for a range of purposes including appeals, upgrade campaigns, e-newsletters and event invitations.

**Other duties**

* 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.
* Undertake any other duties required by the Database & Administration Manager and Director of Fundraising & Engagement.
* Undertake training as required to develop skills and knowledge.
* Promote membership and actively engage with potential and current supporters.
* Take responsibility for meeting your individual membership target as part of the staff membership recruitment scheme.

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| **PERSON SPECIFICATION** |

**JOB TITLE** - Database & Administration Manager

**TEAM** - Fundraising & Engagement

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|  | Essential | ***Desirable*** |
| 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 |  | **🗸** |
| Experience |  |  |
| Previous experience in an administrative role | **🗸** |  |
| Experience of managing and developing a CRM, ideally within the voluntary sector  | **🗸** |  |
| Experience of delivering high quality customer/supporter care | **🗸** |  |
| Experience of data entry | **🗸** |  |
| Experience of analysing and interpreting database information | **🗸** |  |
| Experience of working as part of a team  | **🗸** |  |
| Experience of working with volunteers |  | **🗸** |
| Experience of handling customer details including sensitive and personal information | **🗸** |  |
| Skills |  |  |
| 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  |  | **🗸** |
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**Terms and Conditions**

**Salary:**  Band 3: £23,000 - £27,959 p.a.

**Pension:** The Trust operates an auto-enrolment compliant pension scheme. Details are set out in the staff handbook.

**Hours of Work:** Full-time 35 hours per week. Part-time hours will be considered. Overtime is not paid but time off in lieu may be taken, where appropriate, as the post may involve some evening or weekend working.

**Duration of post:** Permanent

**Holidays:** Holiday entitlement will be based on an initial full time allocation of 20 days per year, plus Bank Holidays, plus up to 3 specified days over the Christmas period. An extra day’s holiday is awarded each year for the first 5 years of service up to a maximum of 5 extra days.

**Place of work:** Cheshire Wildlife Trust headquarters, Bickley Hall Farm, Malpas, Cheshire SY14 8EF.