

Database & Insight Manager

Department:	Fundraising & Engagement
Job title:	Database and Insight Manager
Reports to:	Head of Engagement
Based at:	Head Office
Salary:	£34,000 - £38,000

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.

Job Summary

The Database and Insight Manager will be responsible for managing our CRM database (Donorfy), integrations and key processes, maintaining quality supporter data for fundraising, marketing and stewardship activity.

The post holder will be the technical systems expert, supporting our fundraising and engagement teams to get the most from our supporter data, championing a data culture.

The Database and Insight Manager will provide in-depth reporting, analysis and actionable insight.



Areas of Responsibility

(Specific to role)

- Manage and maintain the CRM supporter database (Donorfy) and integrations.
- Act as systems expert, first point of contact for user queries, signposting to support materials and providing specialist technical support for CRM users.
- Develop processes and data structure to get the most out of the CRM database functionality.
- Oversee processing, importing and exporting of high-quality supporter data, ensuring accuracy and consistency of data.
- Optimise income processing to enable efficient reconciliation with finance.
- Work with CRM database supplier (Donorfy), to assist with developing specific functionalities, keep abreast of changes, feed into the product development roadmap and represent our data needs.
- Work closely with Digital Manager and the Facilities and IT Manager to ensure that the CRM database works alongside other systems.
- Produce, regularly review and govern data, key process maps and procedures, and ensure users follow them.
- Ensure the data structure and processes enable robust and meaningful reporting to support income, engagement and segmentation goals.
- Work closely with the Director of Fundraising and Engagement and Head of Engagement to support the analysis of data and help produce insight reports on which to base strategic decisions.
- Generate data selections and support analysis for appeals, emails, mailings and campaigns.
- Regularly train and support all CRM users, advising users on best practice and update and maintain bespoke database user guides.

General Responsibilities

Leadership & Strategy

- Provide constructive and positive leadership that inspires colleagues, volunteers and interns
- Operate in compliance with relevant legislation, best practice, and policy
- Commit to the Performance Management Process and develop stretching objectives to meet the strategic plan
- Take responsibility for own professional development following the PMP process
- Live the Rainbow Trust values.

Operational and Project Planning

- Develop and proactively manage own work programme in consultation with line manager to weekly, monthly, quarterly and annual timeframes
- Take individual responsibility for agreed objectives, targets, and budgets
- Monitor project and work programme progress against agreed KPI's and targets and report any variance
- Negotiate with suppliers to ensure best value for money is obtained
- Organise own time and resources effectively and use initiative.

Working with Customers and Service Delivery

- Build effective working relationships with other functions to better support your role
- Liaise effectively with external suppliers (Donorfy) to deliver an excellent service
- Act as a representative of the charity to a variety of external and internal audiences, in different contexts and events
- Ensure requests for information and action from supporters are responded to promptly and their reasonable expectations are met
- Report any complaints received to the team from supporters, suppliers or any other external or internal contacts
- Relay information and supporter contact to the appropriate internal contacts.

Developing, Maintaining Systems and Procedures

- Take a continuous improvement approach to activity striving for maximum efficiency and effectiveness
- Ensure data relevant to areas of responsibility and activity is appropriately recorded and stored in the database or excel documents
- Utilise and interrogate data to monitor progress towards individual objectives
- Contribute to wider data collection and analysis exercises across the department
- Ensure compliance with data protection guidelines, supporter data retention policy, GDPR and corporate policy, including regular data cleansing exercises
- Own the supporter data retention policy and ensure it is actioned.
- Act as GDPR guardian ensuring CRM users adhere to required standards.

People Management and Development

- Support in the recruitment and retention of high calibre volunteers and interns through effective supervision (following best practice guidelines for managing volunteers/interns)
- Inspire and provide advice and support to volunteers and interns under the direction of line manager and to Volunteer Management guidelines
- Recognise and value the contribution of volunteers.

Team Working and Collaboration

- Act as a source of knowledge and expertise to colleagues and provide timely advice in line with policies and procedures
- Collaborate effectively with colleagues in all teams to deliver on priorities and objectives
- Proactively participate in team meetings and away days, including SBI feedback as well as annual staff conference
- Attend training as necessary in order to meet changing needs, new technological developments and service requirements

Special Conditions

- All staff have a responsibility to maintain an up-to-date knowledge and awareness of issues around the safeguarding of children, through the completion of the relevant training at a level commensurate with their role
- All staff must adhere to Rainbow Trust's safeguarding policies and procedures
- Some UK travel may be required very occasionally
- 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.

PERSON SPECIFICATION

Database and Insight Manager



ESSENTIAL

DESIRABLE

<p>Experience (Previous roles, types of organisations)</p>	<ul style="list-style-type: none"> • Significant experience managing and enhancing a CRM database, web applications and integrations • Experience of managing and successfully re-engineering business processes • Helping users to get the most from a CRM system • Undertaking complex analysis drawing out insights and making recommendations 	<ul style="list-style-type: none"> • Managing a fundraising CRM to support income and engagement goals • Experience of using Donorfy
<p>Special Competencies (Specific job-related skills knowledge understanding)</p>	<ul style="list-style-type: none"> • Advanced Excel skills (power query) • Ability to write and edit applications in Microsoft SQL server (e.g. queries and stored procedures) • Experience of managing and manipulating large data sets through tools such as SQL and Excel • Experience of working across teams to deliver technical solutions and generate high levels of internal engagement and buy-in 	<ul style="list-style-type: none"> • Training database users
<p>Disposition (Influence over others, dependability, self-reliance)</p>	<ul style="list-style-type: none"> • Preference for detailed, specialized work, managing it efficiently, with confidence and competence • Consistently delivers high quality work, with high levels of accuracy • Works proactively and enjoys working on multiple priorities • Above average attention to details, concern for the exact correctness of work, and strong commitment to tasks completed on time 	

PERSON SPECIFICATION

Database and Insight Manager

ESSENTIAL

DESIRABLE

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<p>Thinking Style (Practical, conceptual, innovative, traditional, change oriented)</p>	<ul style="list-style-type: none"> • Works in a professional and ethical manner • Inquisitive problem solver, who enjoys working at speed, completing tasks to a high standard 	
<p>Attainments (Academic & professional qualifications & training)</p>	<ul style="list-style-type: none"> • Educated to degree level/or relevant professional equivalent 	
<p>Motivation (Influence over others, dependability, self-reliance)</p>	<ul style="list-style-type: none"> • Being a valued and loyal technical expert • Lead by example drawing on personal expertise 	
<p>Circumstances (Mobility, special demands of the job, unsocial hours)</p>	<ul style="list-style-type: none"> • Commitment to own continuing professional development • Ability to work flexibly 	