

Job description

CRM Database Lead

Purpose

You will provide an excellent level of database management, analysing and manipulating data in order to inform decisions on fundraising strategy and the overall supporter journey for the charity.

Reports to

- Fundraising Partnership Manager

Main Responsibilities

The primary function of this role is to:

- Support the fundraising and communications team to achieve all income and expenditure budgets in line with the annual plan objectives and budget
- Ensure that Lepra raises the annual targets for income generation

Key Objectives

CRM

- Maintaining all Advantage records to ensure supporter data is accurate and relevant
- Ensuring all communications are recorded on Advantage, including updating communication made between SMT, Trustees and supporters
- Maximising the use of Advantage and developing ways to improve data utilisation
- Developing standard procedure for the use of Advantage
- Providing assistance and training on Advantage for staff members
- Liaising with Redbourn to develop and improve the Advantage use for Lepra.

Reporting

- Regular reporting on activity, communications and income
- Development of clear, easy to use bespoke reports as requested
- Prepare and segment data for use linked to campaigns, appeals, mailings and events

Donor Support

- Maintaining supporter records on Advantage, updating records as required
- Donor stewardship, by answering the Lepra Head Office telephone, corresponding and maintaining strong relationships

Other

- Collaborative work with colleagues across departments

Contacts

- UK staff
- Suppliers
- Sector professionals

Person Specification

CRM Database Administrator

Qualifications and training

Essential

- Educated to A level or NVQ3 level or equivalent experience

Desirable

- Institute of Fundraising, Certificate in Fundraising

Experience

- Excellent skills in communication, data analysis and problem solving
- Flexibility and the ability to work to tight and conflicting deadlines
- A good grasp of databases and spreadsheets
- Strong problem solving ability and confidence to bring in new ideas and drive them forward

Skills

- Ability to analyse and act on data
- Strong organisational skills and keen attention to detail
- Competent research and IT skills including Microsoft applications and CRM databases
- Strong and effective communication and interpersonal skills with cross cultural sensitivity
- Awareness and understanding of trends, legislation and Institute of Fundraising best practice
- A keen interest in the digital environment and an ability to identify relevant innovation
- Excellent negotiation and influencing skills

Attributes

- Ambitious, self-motivated and adaptable to make the most of this exciting opportunity
- A self-starter, able to work accurately on own initiative and to tight deadlines
- Be able to work in a team and be adaptable
- Able to demonstrate a flexible approach to work
- Able to show commitment to the principles of the charity sector and values of Lepra
- Able to communicate sensitively with colleagues, partners, NGOs, members of the public and supporters of Lepra

Essential

- Intermediate Excel

Further information

This post could be either 4 or 5 days a week 28 or 35 hours per week. There may be a requirement to attend occasional out of hours events in the evening or the weekend. The ability to travel in the UK maybe required.

- Expenses payable in accordance with Lepra's travel, subsistence and expense policy
- Training and support will be given

Benefits include

- Employer and employee contributory pension scheme
- Non-contributory life assurance scheme
- In addition to public holidays as they occur in England, you will be entitled to 26 days paid annual leave, or pro-rata equivalent, which includes 3 days that must be taken between the Boxing Day Bank Holiday and before the New Year's Day Bank Holiday.
- Cycle to Work Scheme
- Employee assistance programme
- Study package for eligible qualifications
- Professional organisation fees scheme
- Membership of the Employee Discounts Scheme
- Designated free of charge car parking - Colchester