



## Database Manager

### How to apply

Apply online at [www.nfpconsulting.co.uk/blesmadatabasemanager](http://www.nfpconsulting.co.uk/blesmadatabasemanager)

For an informal and confidential discussion about the role, please contact our recruitment partner:

**Simon Lloyd, Director, NFP Consulting**

E: [simon.lloyd@nfpconsulting.co.uk](mailto:simon.lloyd@nfpconsulting.co.uk)

Application is by way of a CV and a Supporting Statement.

**Closing date: Monday 18<sup>th</sup> January**

### Selection and timescales:

Applications will reviewed on a rolling basis.

There will be a two-stage selection process.

### Accessibility:

Please let us know if you have any special requirements which we might need to consider in relation to the selection process, e.g. attending interview. Any requests will not be taken into account in the selection process.

## JOB DESCRIPTION: DATABASE MANAGER

**Blesma – The Limbless Veterans** is the national charity and membership association for limbless serving and ex-service men and women and their dependants.

We help all wounded servicemen and women who have lost limbs, the use of limbs or eyes, to rebuild their lives by providing rehabilitation activities and welfare support.

Blesma campaigns for our veteran's rights and looks after individuals and their families by offering a comprehensive grants and welfare system. Rehabilitation, support, counselling and care are the four principle foundations of our organisation. Together, we can help our men, women and their families face the challenges ahead with renewed confidence and self-belief.

The **Database Manager** is to manage both Blesma's fundraising and membership databases and to also line manage the Individual Regular Giving Officer.

**Main purpose:** Fundraising - To manage the supporter database and to ensure it is fit for the purpose of enabling the team to maximise fundraising opportunity, raise awareness of Blesma and to achieve agreed income targets from our primary income streams.

Independence & Wellbeing – To manage the membership database, including leading ongoing development work, to ensure that it remains fit for purpose in terms of recording of interactions with Members, grants processing and metrics, all within regulatory guidelines.

**Location:** Work out of Blesma Head Office – 115 New London Road, Chelmsford, Essex CM2 0QT.

**Responsible to:** Head of Fundraising

**Salary and Benefits:** £33,000

Full details of Conditions of Employment are set out in Blesma's Employment Contract, the main features of which are standard for all staff.

### **Duties**

#### ***Fundraising***

- 1) To maintain the day to day functionality of Blesma's supporter database
  - a. Ensure all data is accurate and consistent.
    - i. Run regular data cleaning processes to ensure data is current and up to date
    - ii. Ensure the database maintains ongoing compliance with General Data Protection Regulation
    - iii. Be the main point of contact for the fundraising team in openly discussing and encouraging best practice with regards to data collection, entry and use

- b. Maintain the integrity of incoming data across multiple revenue streams
    - i. Responsible for establishing and managing efficient methods to import incoming data to the database from numerous external sources
    - ii. Work closely with the Finance team to ensure that data imported within fundraising accurately reflects Blesma's accounts for audit purposes
    - iii. Work closely with external stakeholders to ensure that any problems with incoming data are addressed and corrected promptly
- 2) Provide ongoing support for all database users
- a. Arrange and provide induction training to all new users
  - b. Identify, discuss and address database user's development needs
  - c. Manage system users, security and field configuration
  - d. Consult on the structure, design and preparation of database reports/queries to meet user's requirements
  - e. Produce complex reports/queries for Senior Management and Fundraising Team when required
- 3) Direct Marketing Campaigns
- a. Assist in maximising Direct Marketing potential
    - i. Segment data to ensure the pool of existing supporters remains relevant and up to date
    - ii. Analyse and act upon historical giving trends to maximise support from new and existing donors
  - b. Line management of the Individual Regular Giving Officer
    - i. Assist in developing an appropriate work stream
    - ii. Provide regular performance and development reviews
  - c. Responsible for Blesma's overall compliance in relation to data protection and usage legislation in a direct marketing setting
  - d. Liaise with the assigned external stakeholders and be a point of contact for all external data queries
  - e. Work alongside the Head of Fundraising to ensure the overall smooth production and distribution of each campaign
  - f. Provide monthly analysis of Direct Marketing income and costs to Head of Fundraising
- 4) Manage Gift Aid income and claims
- a. Responsible for action upon regulatory changes to Gift Aid procedures
  - b. Maintain data integrity and clear audit trails in relation to gift aid declarations and claims
  - c. Process quarterly Gift Aid claims and report to relevant members of Senior Management and Finance teams
  - d. Provide necessary data to the Finance team for manual Gift Aid claims
- 5) Undertake any other reasonable tasks as may be requested by Head of Fundraising.

#### ***Independence & Wellbeing***

- 1) Maintenance and development of Blesma's membership database
- a. Main point of contact for the functionality of the membership database.
    - i. Liaise with developers to implement improvements, bug fixes and amendments as required

- ii. Work with the Director Independence and Wellbeing and the National Outreach Coordinator (I & W Team database lead) to discuss database development needs and priorities from both business process and data recording perspectives.
- iii. Responsible for developing and encouraging good practice from the wider organisation in the use of the database
- b. Provide monthly reports to the Senior Management team on membership number changes
- c. Ensure the data collected and stored is in accordance with General Data Protection Regulation.

The Duties above are issued for the purpose of guidance and may be subject to variation.

### **Work Context**

A member of the Fundraising Team, office based in Chelmsford with an occasional requirement for travel to meetings and events to represent Blesma. A preparedness to work out of office hours as required.

### **Your Skills and Experience**

- Previous experience of working with and managing CRM database
- Understanding of CRM database structure and ability to prepare and extract complex queries and reports
- Able to proactively identify problems with the database which limit efficiency and seek to remedy them
- The ability to analyse data, identify trends and use the database for constituent research and on-going supporter development
- Experience of compiling mailing lists for direct mailings, appeals, and information while ensuring that General Data Protection Regulation is adhered to
- Possess excellent IT skills including a comprehensive knowledge of Microsoft Office
- The ability to prioritise and manage large and varied workload
- An effective communicator that can interact at all levels across the organisation
- Demonstrate a high level of administrative and organisational ability, including the ability to manage competing and possibly conflicting priorities to meet deadlines

### **Personal Qualities**

- Empathy and a genuine interest in the work of Blesma
- Sound judgement and calm under pressure
- Open minded and a willingness to learn
- Flexible approach

This job description covers the main tasks expected to be involved in undertaking the job and the main characteristics and qualities required of the jobholder. It is not meant to be all embracing and other tasks may be assigned to the jobholder as necessary and/or operational needs dictate.