

A group of five diverse children are smiling and posing in a grassy field at sunset. One girl is lying on the grass in the foreground, while others are behind her, some sitting and some standing. The background shows a soft, golden light from the setting sun over a line of trees.

WINSTON'S WISH **WW**

Giving hope to grieving children

Database Manager

June 2024

You might be surprised to know just how many children and young people are bereaved of a parent or sibling every year in the UK.

It's around 45,000 - that's more than 100 every day.

Winston's Wish was the first organisation in the UK to provide specialist support to grieving children. Our founder, Julie Stokes OBE, was a true pioneer.

Much has changed over the years, but that pioneering spirit is in our DNA. Our desire to make a difference to as many children and young people's lives as we can remains undimmed. In fact, it is what drives us, and it is at the heart of our delivery model which blends the best of our face-to-face, remote and digital support to make sure that every child, young person, family or professional that comes to us for help can get it. This combined approach also ensures we continue to grow our services and reach even more grieving children and young people in the years ahead.

We are constantly striving to improve what we do, embracing new ways of getting our support out there, and doing everything we can to connect and work with other organisations and partners to make sure we can reach the children who need us.

Our vision is a society in which every child can get the help they need when someone close to them dies. That's why we do so much to raise awareness of the needs of bereaved children, to shape the big picture so that they can get what they need.

We are positive, optimistic, courageous, and driven. You will need to be too.

If you are looking to play a pivotal role in an organisation that is passionate about what it does, one in which your contributions will have a direct impact on the lives of our beneficiaries; one in which the stories you hear will sometimes make you smile, sometimes make you cry (and sometimes at the same time) then Winston's Wish might just be the place for you.

You will join us at a challenging time. Our services are in high demand. We have embraced the possibilities and opportunities of digital and remote support alongside our face-to-face work to introduce a blended model of help. We are embarking on a new trajectory that will take us to the achievement of our goals in this rapidly changing landscape.

It is tough out there. Our work can be difficult. You'll help us find new ways to overcome these challenges, as we have been doing since 1992. Then, now, and always.

If you think this is for you then we look forward to hearing more.

Fergus Crow

Chief Executive



Our services

WEBSITES

You will find a wealth of information and help on our websites, including support and advice following specific types of death, free training for professionals and further information about our services.

winstonswish.org and our youth website **talkgrief.org**

winstonswish.org and **talkgrief.org**

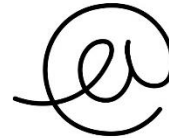
FREEPHONE HELPLINE

Immediate support and advice for young people, parents, carers and professionals, as well as access to our more in-depth, ongoing services. **08088 020 021 - Mon-Fri, 8am-8pm**



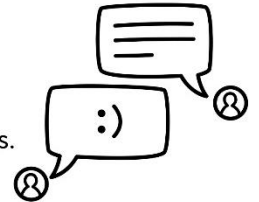
EMAIL SUPPORT

Anyone can email us seeking advice or to ask a question on **ask@winstonswish.org** and we will get back to you within 2 working days.



ONLINE CHAT

Chat online in real time with a Bereavement support worker at **winstonswish.org** and **talkgrief.org**. Conversations are anonymous and nothing about your grief is off limits.



CRISIS MESSENGER

Free and confidential support in a crisis 24 hours a day. **Text WW to 85258**

BEREAVEMENT SUPPORT AND COUNSELLING

For children and young people who require additional support, referrals can be made for one to one and group bereavement support. Children and young people who have experienced traumatic or multiple bereavements and/or have additional needs may also benefit from a referral to our bereavement counselling service.

TRAINING

Bereavement training and consultancy for professionals to help ensure that children and young people under their care get the support they need. **winstonswish.org/training**



PUBLICATIONS & RESOURCES

A range of specialist publications and other helpful resources for professionals, children and parents are available at **shop.winstonswish.org**



Our impact

From analysis we know that following support children show improvements in measured difficulties, including stress, emotional difficulties, behavioural difficulties, hyperactive/concentration difficulties and friendship difficulties.



Working at Winston's Wish

OUR VISION

A society in which every child and young person gets the help they need after anyone close to them dies.

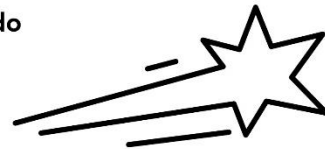
OUR MISSION

To make sure no child or young person faces grief alone.

OUR VALUES

If these values resonate with you, we would love to hear from you!

- We put children and young people at the heart of everything we do
- We are positive and have fun
- We embrace differences
- We never stop learning
- We strive for better



EQUALITY, DIVERSITY AND INCLUSION STATEMENT

We want Winston's Wish to be the best place to come and work, and an organisation that feels as though it reflects the world we see around us in a modern, diverse, 21st Century Britain. We believe this diversity is an asset to be cherished, nurtured and grown.

We are an organisation set up as an open access community service. Increasing the equality of access to that service is at the heart of our new delivery model.

We are committed to providing an inclusive and supportive working environment for everyone who works here, and we recognise appropriate steps should be taken to achieve this. We believe that all staff, service users, volunteers and contractors have the right to be treated with fairness and respect. One of our organisational values is to embrace differences.

We believe that the services we offer and the makeup of our staff should represent and reflect the communities that we work with and we know that we have a way to go on this. As an employer we are actively working to increase diversity in our organisation by strongly encouraging applications from all sections of the community and currently under represented groups. All applicants are anonymised until shortlisting for interview has taken place and we are flexible and transparent to encourage the widest range of talented potential applicants to come and work here.



WHERE IS WINSTON'S WISH BASED?

We operate a blended working system: most of our team work primarily from home, with travel to our head office or venues for collaborative working as required. We also hold several face-to-face whole team meetings each year to enable the whole team to get together. The aim of blended working is to provide greater flexibility so that staff can achieve and maintain a strong work-life balance.

Staff who would like to work from an office more regularly are able to book a desk at our head office:
Winston's Wish, Conway House, 31-33 Worcester Street, Gloucester, GL1 3AJ

ROLE DESCRIPTION

Job Title: Database Manager

Reporting To: Head of Salesforce

Direct Reports: None

Department: Corporate Services

Location: Remote with occasional paid travel for team away days, United Kingdom

Hours: 30 hours per week (spread over 4 or 5 days)

Salary: £34,000 FTE (£29,142 actual)

Role Purpose

At Winston's Wish we have been on a journey over the last few years – since Covid-19 we have transitioned to an online delivery, and we're not going back. We are listening to the voices of the bereaved young people that we are here to support and designing services that are right for them.

We have raised the profile of data in all areas of our organisation and are always looking at ways to achieve ongoing improvements to our ways of working and our outcomes for the children that we are here to serve.

The Database Manager position is an exciting new opportunity to work alongside the Head of Salesforce to develop a solid foundation working with the world's largest integrated CRM platform, Salesforce. Winston's Wish is currently leveraging various Salesforce products, including Sales Cloud, Service Cloud, Experience Cloud, and Non-Profit Success Pack. Additionally, we are investing in Marketing Cloud and AI in the upcoming year as part of our strategic shift towards a 'digital first' approach.

We're looking for someone with an ability to use their initiative to get things done, an enthusiasm for quality improvement with a keen eye for detail and someone with compassion and empathy for those affected by bereavement. Whether you're already a certified Salesforce Administrator or have lots of experience maintaining Salesforce but are yet to obtain the certification, we'd like to hear from you.

Join us in this dynamic phase of growth and contribute to our mission of providing meaningful support to those navigating the challenges of loss.

Main Responsibilities

What you'll do:

- You'll be our 'go-to' person for Salesforce end users;
- Support the day-to-day platform administrative functions and configuration including user management, permissions, sharing rules, objects, fields, page layouts, record types, custom settings, reports & dashboards;



- Working on declarative development utilising Flows, custom objects, workflows, validation rules and security configuration;
- Support day-to-day user queries;
- Proactive system maintenance including keeping up with Salesforce releases, features and best practices;
- Data management to improve Salesforce data quality, implementing rules and automation as needed;
- Collaborate with Fundraising, Bereavement Services and Marketing & Communications to gather and analyse business requirements and translate into scalable solutions;
- Provide ongoing user training and create training materials/technical documentation as needed;
- Communication of any platform changes to end users and stakeholders;
- Implement and enforce security best practices to protect sensitive data;
- Ensure compliance with relevant data protection regulations and internal policies;
- Account manage our outsourced Salesforce & IT partner support companies.

All Staff

- Contribute to the vision and mission of Winston's Wish; whilst embedding the values into your daily work activities.
- Promote equality of opportunity and diversity in accordance with Winston's Wish policy.
- Contribute to the overall success of the charity's fundraising needs by providing case studies, attending events and adding value to the experience of our supporters as required.
- Contribute to the brand and reach of the charity by working alongside our Marketing & Communications Team when relevant press opportunities arise or when required for social media and online content (including the use of photography).
- Work to objectives, targets and work plans agreed with your line manager.
- Undertake specific projects and other ad hoc duties agreed with your line manager, fulfilling any deadlines, reviews and reporting procedures required.
- Take an active part in the Quarterly review process and participate in training agreed with your line manager.
- Recognise and champion the lived experience of children and young people with bereavement within your work.
- Ensure the health and safety of all colleagues, volunteers and visitors in accordance with Winston's Wish policy.



PERSON SPECIFICATION

What we're looking for:

If you're aligned with our values, excited about the opportunity and really good at what you do (even if you don't tick all the boxes) apply anyway!

- Certified Salesforce Administrator with at least 1 years' experience or someone with 1 years' experience of working in Salesforce at an administrator level (but would like to achieve the Salesforce Administrator Certification);
- Confident using DataLoader to manage imports and exports of data;
- Demonstrated experience implementing Salesforce configuration changes including (but not limited to): Flow, fields, page layouts, record types, custom settings, dashboards and reports;
- Excellent relationship-building and communication skills and ability to liaise with stakeholders at all levels;
- A proactive attitude to implementing best practice solutions;
- Demonstrates enthusiasm towards continued personal/professional development;
- Hands-on experience with either Service Cloud, Experience Cloud, Sales Cloud, NPSP and/or FormAssembly, don't worry if you haven't got experience of all of them;
- Excellent verbal communication skills, with the ability to communicate clearly, effectively and appropriately with colleagues at all levels.

Additional information, if you are yet to obtain the Salesforce Administrator Certification

- During the first 6 months, time will be allocated to self-learning/self-development via Salesforce's Trailhead learning platform and other resources;
- After 6-12 months, Winston's Wish will support you through the Salesforce Administrator Certification Examination.



BENEFITS



25 days' holiday plus bank holidays (pro rata if applicable), with increase for long service



TOIL for out of hours work



Contributory pension scheme



Company sick pay



Employee Assistance Programme



Life assurance



Training loans



Cycle to work scheme



Enhanced family friendly policies



Safeguarding children and safer recruitment

Winston's Wish is committed to safeguarding and protecting the children and young people we work with. All posts are subject to safer recruitment processes including self-disclosure, the disclosure of criminal records and vetting checks. We have a range of policies and procedures in place which promote safeguarding across the organisation.

Every applicant will be required to complete a self-declaration form at the point of application. This will form a discrete part of the recruitment pack but must be returned, in a sealed envelope or as a separate document, with your application form. Self-disclosure forms will only be read if the candidate is shortlisted and called for interview.

Applications that do not contain a completed self-disclosure form will automatically be disqualified.

All offers of employment are made subject to a few background checks. These will include:

- Two professional references from your most recent employer(s) - covering the last five years
- Clarification of any gaps in your employment history
- Verifying originals of your ID documents, including your right to work in the UK
- Verifying originals of your qualification - where they are an essential requirement for the role
- A police check - satisfactory Disclosure and Barring Service (DBS) clearance



HOW TO APPLY

Please complete our online application form, which can be found at winstonswish.livevacancies.co.uk.

Use of Curriculum Vitae (CVs)

Our policy is to recruit our employees on the basis of their suitability for the work to be done. An application form allows us to compare individuals based on like for like information, and as such we do not accept a CV unless accompanied by a fully completed application form.

Recruitment Timetable

Application deadline: **19th July at 5pm**

Telephone conversation to take place: **24th and 25th July**

Interview by Zoom to take place: **29th or 31st July**

Interview location: Zoom

Winston's Wish reserves the right to close the vacancy early if we receive a high number of applications for the role before the closing date.

Queries

Please email recruitment@winstonswish.org or by telephone on 01242 515157 for an informal discussion about this role.

Retention of Personal Information

Please see our Privacy Statement, which can be found at www.winstonswish.org/privacy-statement/.

Equality, Diversity and Inclusion

Winston's Wish is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. Should you require the recruitment pack or application form in a different format, or any other adjustments to the recruitment process, please contact recruitment@winstonswish.org.

