



**Database Manager
Recruitment Pack**

Database Manager

Income Generation and Engagement

- Contract:** Full time, permanent
Hours: 35 hours per week (5 days a week, 9 am-5 pm)
Salary: £40,000 - £45,000
Location: Anchored to a Carers Trust office minimum 1 day a week (London, Glasgow, Cardiff)

Why this role is pivotal to Carers Trust



Do you want to help shape a better future for unpaid carers across the UK? Are you passionate about data and fundraising and ready to ensure that data and our database are at the centre of all our fundraising.

This is a new role at Carers Trust to create a database system and a data culture that underpins our ambitious growth plans.

We are investing in donor acquisition, but also in growing our corporate, major donor and grants' portfolios and you, as champion for data, will be pivotal in this. Leading and being seen to lead at all levels from day-to-day support to strategic development, you will know the details of how databases work, how great data underpins success and how to create enthusiasm and confidence.

We are currently using RE/NXT as our database. We have a highly motivated fundraising team who are keen to make the most effective use of our database with the right training and support. However, our data and our understanding of using the database has vast room for improvement and you could make significant improvements in a short time.

You will be an experienced database manager and ideally have used Raiser's Edge in the past. Not only will you have great understanding of database systems in a fundraising, and particularly individual giving setting, you will be a strong communicator and team player. You will be able to create and lead a data strategy and you will have an eye on future technology developments. You will be reporting to the Head of Individual Giving and Legacies and surrounded by colleagues and a senior leadership team who will be passionate about making your role a great success.



In this role you will

- Be able to create a vision and a strategy for how data will be used to drive growth in our fundraising. You will be the champion for our database.
- Create both the technical systems and processes, and the culture, that ensure our data quality is high.
- Be experienced in integrating other systems into our database so we can effectively integrate data from external systems such as online giving systems or mass email programmes, for example.
- Deliver a training programme encompassing one to one support, workshops, manuals and other activities.
- Work closely with our finance team to ensure our gifts are reconciled with our accounts.

Our ideal candidate



- You will have significant experience in managing a database both in a day-to-day setting providing individual support and strategically, ensuring systems are up to date and the database is used in the most efficient and effective way.
- You will have an acute eye for detail but also have a wider understanding of how the different sections and fields of a database connect and how these affect data outputs.
- You will be a great communicator and understand how different individuals gain from different approaches in training and communication.
- You will have experience of implementing new systems.
- Having a leadership role in the organisation as the database manager, you will be a team player and a relationship builder.
- You may have experience of managing staff and will have done this in a supportive and productive way.
- You will have good experience of analysing data both in support of fundraising and other activities but also acting on your own initiative.
- You will be able to maintain a focus on providing excellent supporter stewardship in all that you do as a matter of priority.
- You will have a strong grasp of all best practice including data protection.

Main responsibilities (not an exhaustive list)



- Be the database champion, by showing leadership in this area in your everyday work.
- Manage one of our two Supporter Care Coordinators. This part time member of staff has responsibility for inputting gifts and other supporter data.
- Run detailed and carefully constructed exports and segmentation for a variety of functions and communications such as supporter emails, mailings and appeals.
- Create and manage processes for gift inputting and outputs for reconciliation with our accounts, including gift aid, direct debits, and the vast variety of sources for income such as events, our website, and the multitude of third-party platforms.
- Lead a training programme which could include activities such as induction training, day-to-day support, writing guidance notes, and running training workshops.
- Lead cultural change across the fundraising and wider teams.
- Implement new systems to enable fundraisers to make full use of our database such as prospecting and events modules on Raiser's Edge.
- Project manage day to day maintenance and upgrades.
- Manage the relationship and contractual agreement with suppliers, and consultants, particularly with our current database supplier Blackbaud.
- Ensure our data is accurate and up to date through training staff, monitoring data and regularly updating data for gone aways, and deaths etc.
- Working closely with the philanthropy team and external agencies conduct wealth screening to identify supporters with greater potential to give.
- Will lead on data protection within our fundraising and campaigning data ensuring best practice is followed as a minimum.

How to apply

Please apply by uploading your CV and a supporting statement detailing how you meet the criteria listed as our ideal candidate via the Carers Trust website as instructed.

For an informal conversation, requests for reasonable adjustments, or any questions about the role please contact recruitment@carers.org.

Application deadline: Sunday 19th January

Expected interview date: Late January

Commitment to diversity

We value a diverse and inclusive workplace and therefore strongly encourage applicants of all backgrounds to apply and join Carers Trust irrespective of age, disability, sex, gender identity, pregnancy, maternity, race (which includes colour, nationality and ethnic or national origins), sexual orientation, religion or belief, or because someone is married or in a civil partnership.

We want to ensure that our staff team is reflective of the communities that we serve and we therefore particularly welcome applications for this role from those from a global ethnic majority background. Carers Trust is committed to making our recruitment practices barrier-free and as inclusive as possible for everyone. This includes making adjustments or changes for people who have a disability or long-term health condition or caring responsibilities. If you need any reasonable adjustments for any part of the recruitment process for any reason please let us know, in confidence, to discuss these

Commitment to safeguarding

Carers Trust is committed to safeguarding the well-being of all service users, employees and volunteers who are involved in or affected by our work. All children and adults, regardless of age, disability, gender, racial heritage, religious belief, sexual orientation, or identity, have the right to equal protection from all types of harm or abuse and the right to be treated with respect and dignity. All employees and volunteers have a duty to prevent the abuse of children and adults and report any safeguarding concerns to the relevant person.

Safeguarding lead: Angharad Orchard