

Job Title: Database Officer – Maternity Cover.

This role will help to end factory farming by enabling all Compassion in World Farming staff to record and maintain relationships with all of its supporters throughout the world by maintaining data integrity, producing mailing and segmentation files for fundraising activity and supporting users of the organisations CRM system, Salesforce.

1. MAIN PURPOSE OF JOB

- To support users of Salesforce by being the initial case handler for Salesforce queries, requests and problems as well as updating and maintaining the online user guide, Knowledge
- Help maintain accurate, consistent, and reliable information about supporters and other stakeholders for fundraising and relationship-development purposes
- Perform regular imports of donation data, for donations received by all Compassion offices, into Salesforce
- Assist with production of mailing files and data segmentation files to support both online and offline fundraising and marketing activity
- Help import and export data to and from external suppliers
- Perform regular Data hygiene processes

2. POSITION IN ORGANISATION

- Reports to the Head of CRM
- Develop strong and effective working relationships with all users of Salesforce, with particular focus on fundraising and Digital teams.
- Develop and maintain good working relationships with all members of staff, including volunteers and third parties as required

3. SCOPE OF JOB

- A. Help to maintain accurate, consistent, and reliable information about all Compassion contacts.
- B. Perform regular imports of donation and supporter data
- C. Produce mailing and segmentation files in support of the organisations fundraising and campaigning programme
- D. Support use of Salesforce throughout Compassion

- A) Support use of Salesforce throughout Compassion** **30%**
- Manage and resolve incoming support cases logged by users
 - Set up new users and ensure existing user pages are easy to navigate
 - Carry out minor configuration changes (e.g. updating picklists)
 - Maintain/update the Salesforce user guide – Knowledge.
- B) Perform regular imports of donation and supporter data** **25%**
- Carry out regular imports of donations received to all Compassion offices into Salesforce
 - Check imports for accuracy and suggest improvements
 - Preparation and bulk importing of new supporter data (e.g. Care 2)
- C) Produce mailing and segmentation files in support of the organisations fundraising and campaigning programme** **25%**
- Produce data selections for postal fundraising campaigns
 - Produce data selections for other channels (e.g. telemarketing) as required
 - Produce segmentation files for email activity
 - Produce suppression files for email broadcasts/online supporter recruitment activity
 - Exchanging data securely with external suppliers/agencies
- D) Help maintain accurate, consistent, and reliable information about all Compassion contacts.** **20%**
- Perform regular checks, set up alerts and carry out data hygiene tasks to ensure data integrity
 - Perform bulk updates to data as required.
 - Identify and amend errors on supporter records
 - Identify and merge duplicate supporter records

4. DIMENSIONS & LIMITS OF AUTHORITY

- Responsible for producing data selections and related files accurately and on time to ensure the organisations programme of marketing activity is delivered.
- Responsible for carry out data housekeeping as directed by Head of CRM or Fundraising CRM manager accurately and in a timely fashion.
- Provide limited support for users of Salesforce

5. QUALIFICATIONS & PERSONAL SPECIFICATION

The requirements listed below are representative of the knowledge, skill, and/or ability required.

ESSENTIAL	DESIRABLE
Knowledge & Technical abilities	
<ul style="list-style-type: none"> In depth knowledge of Microsoft Office suite, in particular Excel & Access Demonstrable understanding of database concepts and methods. 	<ul style="list-style-type: none"> Prior use of Salesforce CRM (or similar) system.
Education / Qualifications	
<ul style="list-style-type: none"> Qualification in related subjects 	<ul style="list-style-type: none"> Advanced Excel and/or Access qualification
Skills & Abilities	
<ul style="list-style-type: none"> Quick to learn processes and suggest improvements Ability to work to deadlines and prioritise workload Excellent numerical, verbal and written communication skills Ability to use initiative in solving problems 	<ul style="list-style-type: none"> Understanding of a Fundraising environment
Personal Qualities	
<ul style="list-style-type: none"> Excellent time management and able to prioritise workload Approachable and adaptable Attention to detail Self-motivated 	
Other	
<ul style="list-style-type: none"> Able to work non-standard hours as required. 	

6. ADDITIONAL TASKS

- To represent Compassion in World Farming International with system suppliers and other external organisations in order to progress the development and use of CRM across all regions
- Take due and reasonable care of oneself and others in respect of Health & Safety at work.
- Act in a manner that enhances the work of Compassion in World Farming International and its overall public image.
- In all work activities, comply with data protection legislation and Compassion in World Farming International's requirements for the protection of personal information and the privacy of individuals
- Contribute to the overall aims of Compassion in World Farming International, take initiative to establish constructive relationships with other organisations in liaison with your line manager.
- Work on projects/tasks as specified by Management/Directors.
- Attend and participate in meetings.
- The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your experience, as required by your line manager.