

JOB DESCRIPTION: **DATABASE OFFICER**
REPORTS TO: **SUPPORTER CARE MANAGER**
BASED AT: **ST ELIZABETH HOSPICE**



JOB SUMMARY

The Database Officer plays a crucial role in maintaining the integrity and effectiveness of the hospice's fundraising database (Donorflex) and providing excellent support to donors and fundraisers.

This position requires a highly organized and detail-oriented individual with strong database skills, a commitment to data quality, and excellent communication and interpersonal skills.

SAFEGUARDING RESPONSIBILITIES

- Demonstrate a commitment to keeping adults and young people safe
- Report any disclosure made to you to the appropriate person
- Report any safeguarding concerns in the workplace to the appropriate person
- Maintain an awareness of the Hospice's policies in relation to safeguarding

RESPONSIBILITIES

Database Management:

- **Data Integrity:**
Ensure the accuracy and completeness of supporter data within Donorflex. This includes:
 - Regular data cleansing and deduplication activities.
 - Accurate and timely data entry, including processing donations, updating contact details, and recording supporter interactions.
 - Importing data from various sources (e.g., online donation platforms, fundraising events) ensuring data integrity and consistency.
 - Maintaining data standards and adhering to data protection regulations (GDPR).
- **Database Administration:**
 - Assisting the Database Manager with system maintenance and upgrades.
 - Troubleshooting database issues and providing support to Donorflex users across the organization.
 - Developing and maintaining clear documentation for database processes and procedures.
 - Generating reports and analysing data to inform fundraising strategies and supporter engagement initiatives.
- **Data Evaluation & Reporting:**
 - Produce regular and ad-hoc reports on fundraising performance, supporter demographics, and campaign effectiveness.
 - Analyse data to identify trends, opportunities, and areas for improvement in fundraising activities.
 - Contribute to the development of data-driven insights to support decision-making including support for KPI reporting within the fundraising business plan.

Supporter Care:

- **Donor Stewardship:**

- Prepare data by segmentation for direct mail campaign to ensure we are targeting the correct supporters
- Provide exceptional support to donors via phone, email, and in-person interactions.
- Respond to donor inquiries and resolve issues in a timely and professional manner.
- Process donations and ensure timely and accurate acknowledgements.
- Support the implementation of donor cultivation and retention strategies.
- **Fundraising Support:**
 - Assist the fundraising team with administrative tasks, including preparing mailings, managing event registrations, and coordinating fundraising campaigns.
 - Provide support for fundraising events, including data entry and reporting.
 - Collaborate with the fundraising team to ensure seamless supporter journeys and excellent donor experiences.

Other Duties:

- Work flexibly to meet the needs of the hospice, including occasional evening and weekend work.
- Undertake any other reasonable duties as required to support the hospice's fundraising objectives.

PERSONNEL RESPONSIBILITIES

- To recognise indications of staff stress and to facilitate staff support.
- To recognise the value of volunteer contribution and play an active part in their support and development where appropriate.
- To participate in the induction of new staff, as required.

EDUCATIONAL RESPONSIBILITIES

- To participate in the Hospice education programme.
- To provide feedback on any training to the wider Income Generation and Marketing team as appropriate.

PERSONAL DEVELOPMENT

- To develop and maintain a sound understanding of all facets of the work undertaken by St Elizabeth Hospice and the Hospice movement
- To devise and execute in conjunction with the Supporter Care Manager a personal development plan in line with Hospice objectives and personal needs.
- To maintain and increase personal professional skills.

ORGANISATIONAL RESPONSIBILITIES

- To uphold the Hospice and individual teams values at all times.
- To respect at all times the confidentiality of information covering patients, staff and volunteers.
- To work at all times within the policies of the Hospice and act within Care Standards at all times.
- To ensure effective use of resources.
- To play an active part in the development and maintenance of good relationships with all who have business with the hospice.
- To promote the Hospice philosophy of care towards patients, relatives and visitors.

Because of the special nature of the Hospice and its work the post holder may on occasion be asked to undertake other duties to help maintain our high standard of care.

THIS JOB DESCRIPTION IS NOT NECESSARILY EXHAUSTIVE AND MAY BE SUBJECT TO REVIEW BY THE LINE MANAGER IN CONJUNCTION WITH THE POSTHOLDER.

DATABASE OFFICER

PERSON SPECIFICATION

Requirement	Essential/Desirable
Qualifications & Training <ul style="list-style-type: none"> Proven experience in database management, ideally with Donorflex or a similar CRM system. 	Essential
Knowledge & Experience <ul style="list-style-type: none"> Strong data entry skills with a high level of accuracy and attention to detail. Excellent communication and interpersonal skills, both written and verbal. Proficiency in Microsoft Office Suite, particularly Excel (including data manipulation and analysis functions). Knowledge of GDPR and data protection regulations. Ability to work independently and as part of a team. Strong organizational and time-management skills. A commitment to the values and mission of the hospice. Experience in the non-profit sector, particularly in fundraising. Knowledge of Gift Aid and other fundraising regulations. Experience in data analysis and reporting. Experience with data visualization tools. 	Essential Essential Essential Essential Essential Essential Essential Desirable Desirable Desirable Desirable
Specific Skills <ul style="list-style-type: none"> IT literate – fully conversant with all Microsoft packages including Outlook Ability to communicate with distressed and recently bereaved people Excellent presentation and communication skills Excellent written skills Proven experience of working in a busy, fast-paced environment with constant changing priorities and no day being the same Excellent networking and face to face relationship building skills 	All essential
Personal Qualities <ul style="list-style-type: none"> Calm under pressure Own transport & current driving licence Comfortable working in a team and independently Natural 'problem solver' Resourceful and persuasive Excellent relationship builder Positive, flexible, 'can do' attitude Ability to work flexibly when required 	All essential

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