



## **Job Description and Person Specification**

### **Job Title: Individual Giving and Database Manager**

#### **Ronald McDonald House Glasgow (RMHG) Vision & Mission:**

Our Vision is to contribute to improving the health outcomes of children and their families attending the Royal Hospital for Children, Glasgow and other hospitals in the west of Scotland. Our Mission is to improve the quality of life of sick children and their families by providing free, sustainable, high-quality, and appropriate accommodation.

We do this through providing accommodation for up to 31 families at any one time with seriously ill children receiving hospital care. Families stay free of charge and there is no time limit on the accommodation – once a family is allocated accommodation it is theirs until their child is discharged from hospital. For families with a seriously ill child the House is a fantastic haven at a stressful time when their child's stay in hospital requires them to be close by.

#### **Role and Responsibilities**

This is a new position created to cohesively grow the charity's fundraising ability.

We are looking for a fundraising professional, with solid experience of raising money through individual giving and managing and developing charity CRM databases, ideally Blackbaud eTapestry. You will work with the House Director to develop and implement a strategy for increasing income across all individual giving streams and drive the organisation's understanding and development of its supporters.

You will be an integral member of this small fundraising team, keen to move the charity and your colleagues forward and benefit from your knowledge and expertise.

You will have overall responsibility for the database management and input of donations, family data and regulatory compliance. You will be responsible for the efficient processing of Gift Aid claims and a variety of income and the reporting and analysis of our fundraising and operational activities. You'll be proactive in identifying ways to optimise our data capture, to improve current processes and identify new processes for both Fundraising and House operations. You will drive data insight to maximise supporter recruitment and retention across the charity and champion the universal use of the database amongst colleagues and work with Finance on reconciliation/reports.

This role has no line management responsibilities.

**Accountable to:** The House Director.

#### **Specific Responsibilities**

##### **Fundraising**

- Develop and implement a strategy to raise money through individual giving and donor development which will look at new trends and digital methods to implement donor recruitment, retention and engagement.

- Develop and implement supporter journeys and prepare data segments for importing and exporting for mass mailings, invitations, and email campaigns.
- Manage the individual giving programme / direct mailings in order to maximise returns from existing donor base and new donors.
- Manage all aspects of data, ensure we are maximising our potential to raise more money through Gift Aid and ensure our team and supporters have every opportunity to Gift Aid their donations through all our fundraising activity.
- Be responsible for Gift Aid and submit HMRC Gift Aid claims.

## **Data**

- Lead and have overall responsibility for database management – Blackbaud’s eTapestry.
- Leading on input of daily/regular giving financial income.
- Plan and implement data strategies for activities, analysing data and regularly providing insights to Fundraising and management in order to measure effectiveness and return on investment.
- Managing external fundraising data systems ensuring integration with existing systems.
- Research, draft, maintain and promote up to date data procedures, guidance and process notes and training documentation.
- Undertake regular data cleansing adhering to the organisations data protection policy.
- Responsibility for the day-to-day management and technical maintenance and development of the database (currently eTapestry) liaising with Blackbaud as necessary.
- Optimising eTapestry to its full potential with modules and applications.
- Implement upgrades and review potential platform changes for the enhancement of eTapestry.

## **Reporting**

- Support the Fundraising team to produce targeted selections for mailings, emails, and fundraising activity.
- Timeously create reports in order for Fundraising to create appropriate correspondence and thank you’s.
- Lead on data analysis, including detailed income and expenditure reports for each area of activity.
- Develop and implement reporting tools, regular management reports and campaign / appeals evaluation/return on investment to measure effectiveness.
- Champion and ensure the consistent use and analysis of data across the charity including appropriate internal and external profiling and research projects to develop knowledge of supporters.
- Design and implement contact and retention strategies for prospect and donor groups, including segmentation, testing, and delivering data selections.
- Provide insight on prospect pipelines using analytical tools and techniques.
- Provide regular reports as required, analysing, evaluating, and making recommendations for future activity.

## **Training**

- Develop, implement, communicate, and regularly review database protocols and procedures and ensure staff are following them.
- Lead, develop, and deliver an ongoing programme of training to all eTapestry users.
- Provide day-to-day support for eTapestry users.

## **Finance**

- Be the main point of contact for Accounts within the Fundraising team.

- Timeously create daily/as required banking reports suitable for Accounts.
- Ensure finance reconciliation processes are completed within agreed timeframe.
- Manage the set-up, documentation, and maintenance of coding structures on eTapestry to ensure effective data extraction, analysis, and reporting across all fundraising.

### **Compliance and Regulations**

- Responsible for adherence of regulations (DPA, GDPR, PECR, HMRC, etc) and adhering to other standards set out by sector regulators.
- Responsible for keeping up to date with data protection regulation and the management of any future regulatory controls that are to be implemented.
- Ensure colleagues are kept up to date and compliant with data processing and regulation changes in the charity sector.
- Motivate colleagues to maintain excellent data standards and continually train and educate on the importance of data integrity.

### **Additional Information:**

- This job description will be reviewed as part of the post holder's annual appraisal and is not intended to be a complete list of responsibilities. We reserve the right to require employees to perform other duties from time to time. In addition, we reserve the right to vary or amend the duties and responsibilities of the post holder at any time, according to the needs of the organisation.
- To meet the needs of the charity you may be required to perform other duties within your capacity, competence, professional qualifications, and general level of responsibility within the organisation.
- The Fundraising office sits within the House with resident families carrying on their daily activities and you may be called on to assist with enquires at the front desk/answer the phone if/when House staff are already busy.
- You will be exposed to confidential information and ensure that you maintain confidentiality and discretion at all times.
- To be aware that you will come into contact with individuals who have suffered a bereavement and to react appropriately with them keeping in mind your own wellbeing.
- The post-holder will carry out their duties acting at all times in such a manner to justify public trust and confidence.
- To observe all health and safety requirements.
- To work within and promote policies in relation to Equal Opportunities and anti-discriminatory practices.
- There may be occasion as part of the Fundraising Team to work evening and weekends in order to ensure appropriate fundraising delivery, and to participate in charity events for which time off in lieu (TOIL) will be authorised.
- This post is subject to a Basic Disclosure check.

## PERSON SPECIFICATION

Criteria	Essential /Desirable
Demonstrable experience of managing a fundraising or similar CRM or relational database for individual giving, marketing, engagement and/or fundraising to input data, extract reports and conduct analysis - ideally eTapestry	Essential
Comprehensive knowledge of Excel, Access, or other data manipulation packages	Essential
Solid experience of reporting on performance measures and the ability to interpret results	Essential
Experience of processing gifts and Gift Aid	Essential
Experience of managing and running data, segmentation and data selection for mailing, marketing, and e-mail campaigns	Essential
Setting and monitoring internal standards in data processing and data quality	Essential
Experience of cleaning, manipulating, and importing data, inc data to be used in mass market communications	Essential
Experience of providing training and support on a database	Essential
Detailed, practical knowledge and understanding of the GDPR and Data Protection legislation	Essential
Excellent communication skills, written, visual and verbal.	Essential
Methodical and organised approach to work with attention to detail/accuracy	Essential
Skilled in anticipating and solving problems and communicating issues, involving others as needed	Essential
High levels of motivation, professionalism. Proactive with a solutions-based attitude	Essential
Ability to work to plans, prioritise workload, meet deadlines, and work under pressure and adapt to a changing to-do list	Essential
Ability to work proactively on own initiative, whilst working supportively and collaboratively as part of a team for the benefit of team/organisational goals	Essential
Excellent relationship building and interpersonal skills. Works co-operatively with colleagues, friendly, positive, and helpful attitude	Essential
Ability to represent RMHG with professionalism and enthusiasm	Essential
Previous experience of cash handling	Essential
Compassion and commitment to the RMHG vision, mission, and purpose	Essential
Have well-developed personal coping skills to deal with challenging families, grief, and loss	Desirable
Have access to a car and hold a current UK driving licence	Desirable
Experience of working with volunteers	Desirable
Member of the Institute of Fundraising	Desirable