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**JOB DESCRIPTION**

**for**

**Senior Fundraising Data Officer**

**Reporting to:**

Director of Fundraising

**Aim of the Job:**

World Horse Welfare is aiming to provide outstanding information systems and technology that will maximize our fundraising and operational capability.

The aim of this job is to strengthen our fundraising capabilities though the efficient and effective management of data and stewarding of donors & members as well as supporter acquisition programmes.

**Line Management Responsibilities:**

To manage the fundraising services team which consists of two Customer Services Administrators in order to deliver an excellent customer service experience.

Manage the Fundraising Data Analyst in order to provide reliable, timely and qualitative information as required by the fundraising team and other departments across the charity as required.

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**Main Duties & Responsibilities:**

* Manage the charity’s supporter database Alms.net to ensure our donors are communicated with in an appropriate and timely way, ensuring the charity remains GDPR compliant at all times
* To work in conjunction with the Director of Fundraising to produce detailed process plans to support the donor stewardship programme.
* To work with the Director of Fundraising on the analytics to identify patterns & trends in supporter behaviour, utilising fundraising systems & making available on SharePoint.
* To be a key point of contact in the relationship management between World Horse Welfare and Westwood Forster.
* To attend Westwood Forster workshops to ensure the development of Alms.net & the integrity of the data in line with the Fundraising Strategy.
* To develop the ALMS.net database to enhance its value as a key asset for all departments. Ensuring that excellent standards and quality assurance in data processing are maintained in the use and the management of the ALMS.net database.
* Administer Alms.net to ensure that the users are provided with the appropriate rights of access for the fundraising department.
* To manage the functionality of other internal systems relevant to Fundraising, such as Eskimo, Gifted Matrix and other relevant systems.
* To assist the database developers to enhance the tools and utilities for data analysis and export & import facilities for the World Horse Welfare systems.
* To manage the processing of all charity income.
* To provide routine management reports as required.
* To maintain the integrity of the World Horse Welfare database
* Maintain an accurate database by running regular monthly reports and validation tools.
* Analyse gift responses results and provide regular reports as required
* To ensure all fundraising income and expenditure procedures are in place, regularly reviewed, updated and implemented correctly through ALMS.net
* To ensure all fundraising staff are trained sufficiently in the use of ALMS.net and that training and development needs are regularly assessed.

**Other Duties and Responsibilities:**

Any other duties as directed by the Director of Fundraising.

**Person Specification:**

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|  | **Essential** | **Desirable** |
| **Experience** | * Working in a busy fundraising environment * Leadership/management * Understanding and working knowledge of the function of a fundraising database * Ability to support and enhance fundraising activities * Line Management experience * Experience of applying data and insight to inform decision-making | * Alms.net database |
| **Knowledge** | * Computer literate – Microsoft packages | * Working knowledge of Alms.net |
| **Skills** | * Ability to work well under pressure * Excellent interpersonal skills * Ability to communicate with people at all organisational levels * Ability to work as part of a team and on own initiative * Highly organised with ability to prioritise workload * Excellent oral and written communication skills * Outstanding attention to detail |  |
| **Personal Attributes** | * Flexible * Approachable * Good team leader * An analytical, process driven mindset – able to understand complex business workflows or facilitate group sessions to understand workflows |  |