

POSITION DESCRIPTION

POSITION TITLE: Database Officer

NAME OF POSITION HOLDER:

DEPARTMENT: Fundraising

SIGNATURE:

TITLE OF SUPERVISOR: Manager, Supporter Relations

NAME OF SUPERVISOR: Ben O'Connell

SIGNATURE:

For office use only

Position Number:

1. PURPOSE OF POSITION

The role of Database Officer is to be a specialist in database management, providing advice on data management, segmentation and identify opportunities within the database. This includes growing and maintaining the integrity of the database, designing and developing new functionalities, updating and securing data, recording financial transactions and preparing reports on donor activity.

2. ORGANISATIONAL RELATIONSHIPS

Position Title of Supervisor:

Manager, Supporter Relations

Positions that report to this position:

NIL

Positions that also report to this supervisor

/Supporter Relations Coordinator

Supporter Relations Officer

Research Coordinator

3. ORGANISATIONAL CONTEXT OF POSITION

Founded in 1989, The Royal Children's Hospital (RCH) Foundation is the fundraising arm of The Royal Children's Hospital, Melbourne, one of the world's leading children's hospitals. The Foundation has the vital role of raising and distributing donated funds to the hospital. While a legally separate organisation the Foundation works closely with the RCH and its Campus Partners (MCRI and UoM) in achieving its vision. The people of Victoria love the RCH and in giving to the Foundation, whether through linked fundraising appeals like the Good Friday Appeal or Auxiliaries in their community, they feel a great ownership. As a result of this ownership and the fact that the Foundation is therefore a custodian of these donated funds, the Foundation takes seriously its role for and on behalf of those donors.

Generous community support helps to sustain the hospital's role as international leader tackling some of the world's biggest health issues, and the Foundation supports a vast network of fundraisers and donors. Donated funds drive the hospital's growth, are utilised for purposes of medical excellence, and support only the most innovative, life-changing programs and initiatives – that would otherwise not exist - in the areas of research, leadership, training, technology, equipment, and patient and family centred care.

Over the next few years, the Foundation will be building on its strong base to increase the funds raised and will focus on responding to the exciting challenges and opportunities presented.

Vision

We are the Royal Children's Hospital Foundation and we are changing the future of children's health. Our vision is that the RCH, founded in philanthropy, supported now and in the future, will have the capacity to transform health care for children and young people.

Mission We inspire our community to invest in the hospital's future by supporting care, treatment, research and learning that will improve the lives of young people and their families

Values

Integrity

Moral, Ethical, Honest, Transparent and Trustworthy

We show integrity in all our interactions.

We build trust with our communities by being transparent and by respecting our donors, suppliers and colleagues.

Gratitude

Gratitude and appreciation guide what we do

We are grateful to work in an organisation young lives are being changed.

We appreciate the generosity of our donors, the support of our colleagues and the respect of our community.

We are grateful for the love the community demonstrates for our children.

Innovation

Change and creativity are central to who we are

We empower each other to explore new ways to innovate and change.

We support medical innovation and we enable the RCH to break new ground.

Excellence

Beyond best practice

We hold ourselves to the highest standard.

We are professionals in our field with a burning desire to pursue excellence.

Our action orientation coupled with reflective practice drives growth and leads to significant impact for the hospital and our donors.

4. NATURE AND SCOPE OF POSITION

4.1 Work Performed

The Database Officer reports to the Manager, Supporter Relations. The role works closely with the wider fundraising RCH Foundation teams, as well as regularly collaborating and engaging with staff across the organisation.

The incumbent will contribute towards improving the effectiveness of the RCH Foundation's database system and refine and develop information management processes.

The role will contribute to the day-to-day administration as well as managing and developing the fundraising component of the database, specifically as it pertains to campaigns, donor acquisition and donor development. At all times the role will promote data integrity, growth and the effective use of the database to Foundation staff.

This is a crucial support role in the Foundation's donor development activities and will provide advice to key stakeholders on data management, segmentation and identify opportunities within the database.

4.2 Challenges and problem solving

The RCH Foundation is currently running on the Supporter 360 package on the Salesforce CRM, as this package is unsupported the RCH Foundation has recently begun the migration process to the Not for Profit Success Pack (NPSP) package. As part of the RCH Foundation's migration project team, this position will play a key role in providing support and advice to the RCH Foundation relating to all facets of the Salesforce platform including reporting, workflow management, data management and analytics.

Other major challenges currently facing the position include:

- Understanding the database and its structure
- Ensuring the ongoing development of the Salesforce database across the RCH Foundation
- Developing processes to maintain/attain data integrity and internal controls
- Reviewing and preparing reports and assisting the Manager, Supporter Relations to identify areas for growth
- Supporting the Supporter Relations team in a time of change and growth
- Prioritising a busy workload

4.3. Decision-making

The Database Officer, in conjunction with the Manager, Support Relations is responsible for managing regular updates and data cleaning and should advise on new processes required to maintain data integrity. The person makes recommendations for improving donor relations and the donor database, to ensure relationships with donors are protected and nurtured.

This position, although working under supervision, needs to be able to work autonomously and use initiative.

4.4. Communication

Internal

- Other RCH Foundation staff – act in accord with the RCH Foundation's values and create a team environment that works towards the success of the enterprise.
- Work closely with other fundraising team members
- To be part of the team, and join in our flexible, supportive and passionate working environment with good humour and a positive attitude

External

- Donors and supporters
- Temp staff and volunteers

4.5 Key accountabilities outcomes

Donor Journey

- Work collaboratively with the RCH Foundation's fundraising professionals to develop the database system. Assist with designing and developing new functionality and improving processes; working collaboratively with all users,

providing guidance, training and support and develop system procedure documentation.

- Ensure donor record integrity, all donor and financial data is acquired and updated accurately, on time, in line with business rules and service standards. The management of all records meet audit, privacy and data protection requirements
- Assist with the implementation and maintenance of the donor journey strategy, specifically developing the system to support and manage required touchpoints. Database processing reporting and management
- Provide accurate and detailed reporting on supporter activities, monitor projects and programs to improve their ongoing performance.
- Help identify new opportunities to leverage the database to support additional business processes or functions.
- Accurately and efficiently manage bulk supporter financial interactions, including processing, coding and reconciliation within required timelines.
- Provide end to end management of all bulk data imports and updates to the database.
- Provide assistance and insight into campaign data selection including list creation, exclusions, mapping and reporting
- Assist with data maintenance through ongoing data analysis, data deduping and cleanup activities.
- Customise and configure Salesforce, including custom objects and fields, page layouts, reports and dashboards, profiles and sharing rules, workflows and approval processes.
- Create new users and manage licenses for salesforce and third party applicationsLead in training of new users, and grow the Salesforce.com skill set across the organization
- Provide support and advice to the Salesforce migration project team

General

- Keep the Manager, Supporter Relations informed of important developments, potential problems and related information necessary for effective management.
- Supervise volunteers and manage their training and performance during peak periods and when they undertake database maintenance.
- Handle all basic administrative functions including user account maintenance, reports and dashboards, workflows and other routine tasks
- Participate in the planning and executing of marketing and retention activities
- Other duties across the RCH Foundation consistent with the position, as required.
- Support and model the values and behaviours of the RCH Foundation and the RCH.

Key outcomes expected in the role are

- A donor database that advances with the needs of the growing organisation.
- All processing and record-keeping is updated accurately, on time, in line with business rules and service standards.
- Improvements to the effectiveness and efficiency of Supporter Relations processes and those of the wider Fundraising team.
- An increase in the retention of RCH Foundation supporters.

5 KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

Essential

- Demonstrated commitment to The RCH Foundation's vision and values and a working style that reflects these
- Strong understanding of Salesforce NPSP best practices and functionality
- The ability to build custom apps and objects, formula fields, workflows, custom views, and other content of intermediate complexity
- Demonstrated experience in the management of data and attention to detail in transaction processing with a high level of accuracy
- Demonstrated problem solving ability and proactive work attitude
- Experience and understanding of key factors of a customer service environment
- Ability to work within a team structure and to take responsibility for the completion and delivery of tasks
- Computer literacy including experience in using a customer relationship management database, as well as word processing, email and spread sheet applications

Desirable

- Experience with fundraising campaign management
- Knowledge of OH&S and risk assessment procedures and requirements
- Experience in the not-for-profit sector
- Experience managing volunteers

6. CONTRACTUAL ARRANGEMENTS

The position is offered as a full-time, 3 year contract with a six month probation period.

1. 7. TERMS AND CONDITIONS

There will be a requirement to work outside of normal hours on limited occasion for fundraising events and activities. Allowance is made for reasonable time-in-lieu. Flexible working hours and conditions are offered. A competitive remuneration is available for the right candidate, depending on experience. Salary packaging is available. Leave entitlements as per national standards.

6 PERFORMANCE INDICATORS

To be developed with a personal work plan.

AGREEMENT TO THIS POSITION DESCRIPTION -

Signed for and on behalf of Sue Hunt,
Chief Executive Officer,
The Royal Children's Hospital Foundation

Signed by the Appointee
Appointee Name:

Signature:

Signature:

Date:

Date:

How to apply

- **Your application must include:**
 - a. your CV
 - b. your responses to the Key Selection Criteria including examples of your work. Applications that do not address the Key Selection Criteria will not be considered.
 - c. the names and contact details of three referees
- **More information** - for further information or queries about this role, please email jobs.foundation@rch.org.au
- **Submitting your application** – send your application, to jobs.foundation@rch.org.au by COB Friday 31 May 2019