



Save the Children
New Zealand

JOB DESCRIPTION (Draft)

JOB TITLE: DATABASE MANAGER

LOCATION: NATIONAL OFFICE

REPORTING TO: FINANCE MANAGER

DIRECT REPORTS: DATABASE OFFICER
DATABASE ADMINISTRATOR

FUNCTIONAL RELATIONSHIPS:

- National office staff
- Executive Director
- Board and subcommittees
- Branch committees
- Volunteers
- General Public
- SCA and other Alliance bodies

Purpose of the position:

To develop the database to maximize market intelligence and income, ensuring the ability to track, analyse, and report on marketing campaigns, donor retention programs, donor recruitment, and donor upgrade initiatives within the database.

To provide other analytical support to SCNZ as required.

Background:

SCNZ relies heavily on its donors for matching funds to ensure our ability to continue to support program work funded by the NZ government. Without a clear understanding of how our campaigns are performing SCNZ is unable to maximize on fundraising income streams.

Analysis of our efficiencies is the best way to ensure we are also able to maximize on our value for money in our expenditure.

Key Performance Indicators:

- Database integrity maintained

- Data entry managed to ensure completed in a timely fashion
- Data on marketing campaigns available in a timely fashion
- Differentiation of donor base available through database
- Clear basis for all funding and budget projections **Responsibilities:**

	Tasks	Expected Results
1	Database Administration	<ul style="list-style-type: none"> • Support and assistance for all database queries and processes • Reconcile MDP database to outside sources • Database reporting to be done as requested • Collate records for database marketing and ensure that campaigns are efficiently and accurately recorded
2	Finance	<ul style="list-style-type: none"> • Report the reconciliation of actual income and expenditure against budget and projected targets, with respect to campaigns • Assist with reconciliation of donor income
3	Customer Services	<ul style="list-style-type: none"> • Liaise on any matters such as customer service activities providing advice, and dealing with any problems / queries ensuring appropriate database amendments
4	Analysis	<ul style="list-style-type: none"> • Ensure that success of campaigns is monitored in an accurate and timely fashion, including pre and post campaign analysis • Enable comparison between fundraising initiatives to maximize on effective campaigns
5	Project work	<ul style="list-style-type: none"> • Provide detailed analysis and modeling with reference to key areas of SCNZ operation as requested by SMT

Any other duties requested by Finance Manager.

Person specification:

1. A relevant tertiary qualification
2. Strong analytical and data manipulation skills
3. A high level understanding of supporter / donor / client acquisition techniques and the application of relationship marketing concepts in a voluntary organization
4. Experience of database segmentation techniques
5. Understanding of supporter / donor / client acquisition techniques
6. Good IT literacy including expertise in spreadsheet analysis, and experience in use of software tools for complex analysis
7. Commitment to and understanding of the objectives and vision of SCNZ

8. Commitment to the principles of the Treaty of Waitangi