



JOB DESCRIPTION

1. JOB DETAILS

Job Title:	Database Administrator
Hours:	25 – 30 hours per week (to include Mondays and Fridays)
Unit/Department:	Database Department
Reports to:	Database Manager
Tenure:	Permanent

2. JOB PURPOSE:

Rowcroft's donor database is the key means through which the fundraising team reaches the hospice's supporters, helping Rowcroft to raise the £10,000 needed each day to run its services. The database contains details of all Rowcroft's donors, and the accuracy and quality of the data is vital to its success.

The role of the Database Administrator will be to help maintain this database, ensuring that it remains an accurate, up to date, efficient and cost-effective fundraising tool, to help to develop donor loyalty by communicating with our supporters effectively and sensitively, and to maximise the value of donations by promoting Gift Aid.

3. ORGANISATION CHART

(Please see attached)

4. PRIMARY DUTIES AND RESPONSIBILITIES:

Deal with all incoming correspondence, banking and telephone enquiries; organising and prioritising workload

Maintain an accurate and useful donor database by making informed decisions about the incoming donor information received and processing it in the most effective way

Where appropriate, set up new donor records, with strict attention to detail, ensuring the most appropriate classifications are applied to each record and using cross-references to indicate relationships between donors

Update and maintain donor information on the database, with strict attention to accuracy and ensuring that all details are captured in order to limit the possibility of duplicates.

Record all monetary donations (via cash, cheque and standing order) onto the database against the correct donor(s), applying soft credits to other donors involved in raising the funds, and applying the appropriate source codes and income streams so that accurate, useful and informative income generation reports can be generated

Reconcile all monies received by producing the relevant audit reports from the database and matching with the banking receipts and statements

Investigate and interpret payments on the bank statement to ensure that all monies received into the hospice are being recorded and all our supporters are being credited with the payments and thanked appropriately.

Produce appropriate and tailored thankyou letters according to the donor's giving history, in order to aid and promote donor loyalty.

Capture and maximise all Gift Aid opportunities on all donations where Gift Aid is applicable

Record all Gifts in Kind donations on the database and produce appropriate thank you letters

Create membership and regular giving records and produce letters to send to banks for standing order payments. Check that standing order payments are being received.

Send reminders for membership subscriptions due (yearly), run reports to capture missing payments, check with relevant Friends branch and cancel non-paying members

Help to ensure that the database is as up to date and accurate as possible, using sources such as (but not limited to) returned mail, death lists and patient lists, lottery. When informed of a death, check donor for any memberships, regular giving and make sure they are also cancelled.

Perform house-keeping activities on the database to help ensure the data is clean and that the database is as efficient as possible – e.g : checking for duplicates/merging records/clearing down old files

Create reports on donors and donations as and when required using the appropriate criteria to produce accurate and tailored results

Produce mailing lists/labels as and when required using appropriate selection criteria and mailmerging with letters where necessary

Check any mail files before communications are sent out, to ensure the appropriate people are being mailed, postage costs are minimised (one per household), and that details are correct.

Train other users on the use of the database

Keep procedure manual up to date

Any other work requested by Database Manager (eg Stationery Orders)

5. COMMUNICATIONS AND WORKING RELATIONSHIPS:

Line Manager (Database Manager)
Fundraising Department
Finance Department
Friends of Rowcroft Hospice
Shops Managers
Members of the General Public
Volunteers

6. AUDIT CLAUSE

All members of staff are expected to participate in audit assessments as appropriate.

7. PERSON SPECIFICATION

(Please see attached)

8. JOB DESCRIPTION AGREEMENT

This job description is subject to review. The post may include other duties and responsibilities as determined by the recruiting manager in consultation with the postholder.

The post is subject to Rowcroft Hospice Foundation Ltd. Terms and Conditions of Service.

Postholder's Signature:

Date:

Head of Department's Signature:

Date:

3. ORGANISATION CHART

ROWCROFT HOSPICE

COUNCIL OF GOVERNORS



Chief Executive



Fundraising & Communications Manager



Database Manager



Database Assistant

10. PERSON SPECIFICATION

Attributes	Essential	Desirable
Qualifications, special training and general intelligence	<ul style="list-style-type: none"> • Good standard of education particularly in English and Mathematics • Excellent written and numeracy skills • Proficient in MS Office, including mail merges 	<ul style="list-style-type: none"> • MS-Word RSA stage 2/3 or advanced keyboard skills or equivalent experience
Knowledge and skills	<ul style="list-style-type: none"> • Accurate and fast keyboard skills • Excellent attention to detail • Able to work in a methodical and organised manner • MS Office experience, especially Word & Excel and mail merge. 	<ul style="list-style-type: none"> • Excellent customer service skills
Experience	<ul style="list-style-type: none"> • At least one year's experience of working with a Database 	
Personal requirements	<ul style="list-style-type: none"> • Must be prepared to work at a keyboard and use a VDU for a large part of working day • Able to prioritise and organise own workload. • Excellent verbal and written communication skills. • Excellent telephone manner. • Sensitivity when dealing with issues of a sensitive nature. • Ability to work on own initiative 	

Date: Feb 2007