

Role Profile

Job title	Fundraising Database Officer
Reporting to	Head of Fundraising and Marketing
Has reporting	None
Starting Salary	Grade c £21k TBC
Duration	Permanent contract - 35 hours per week
Location	Home working/Findhorn/Dundreggan

Trees for life context

The Trees for Life vision is of a revitalised wild forest in the Scottish Highlands, providing space for wildlife to flourish and communities to thrive.

The Trees for Life mission is to rewild the Scottish Highlands by enabling the restoration of the globally unique Caledonian Forest which once covered much of Scotland. Integral to our success is the involvement of people.

Our values

Our values are at the core of our mission to rewild the Scottish Highlands, informing decisions large and small from the day-to-day running of our office to major conservation projects. We have shared these values so that our supporters, volunteers and partners can gain a deeper understanding of what drives Trees for Life.

We are groundbreaking

We are an ambitious charity with a big mission. For over 25 years we have sought to bring innovation to conservation, and we continue to strive for new and ground-breaking ways to rewild the Scottish Highlands.

We are collaborative

We are an open, friendly and cooperative organisation. We welcome and encourage collaborative working with other organisations, landowners and the wider community. We believe we can always achieve more through teamwork.

We are pragmatic

We seek prudent, sustainable solutions in everything we do. We are always mindful of our duty to our supporters, our volunteers, our staff and above all to Scotland's wild forest. Seeking a pragmatic approach safeguards our organisation and the work we undertake.

Overall purpose of the job

To work within the Fundraising and Marketing Department carrying out key data functions and support the Head of Fundraising and Marketing with the implementation of the individual giving strategy. The role will provide data-led marketing support to the Fundraising and Engagement team and other Trees for Life colleagues as appropriate, ensuring high standards are maintained within the Trees for Life database.

The Database Officer has a significant measure of responsibility for determining what kinds of information the charity will choose to capture, retain and use, and for what purposes. The officer will connect our website and database to the needs of the charity. The officer will drive the charity towards digital fundraising innovation and revenue generation. Their role is also to provide supporting analytics with reports on products, supporters, operations, and markets. The ability to maintain data integrity and ethics is critical.

Key Liaisons

The key focal points for liaison for the Fundraising Database Officer are: Head of Fundraising and Marketing, Fundraising Marketing Officer and the Supporter Coordinator. Close working will be required with the Partnership Managers, Finance Department, Web developers and Patronbase.

Job Description

Fundraising and Marketing

- Carry out regular data selections in line with briefs for email and direct mail communications, supporting the wider Fundraising and Marketing team to deliver on their fundraising goals.
- Provide data and analysis, carry out regular imports, exports and reports to support fundraising activities.
- Work with the Supporter Coordinator to ensure an efficient and accurate data entry of supporters' and donors' records.
- Work with the Finance Department on Direct Debit and Gift Aid claims.

- Ensure reconciliation between Woocommerce and Patronbase including monthly data-reconciliation and income-reconciliation processes, checking for and correcting inaccuracies and updating supporter records.
- Work with our web development agency to maintain and implement updated features and functions to the website, including working to improve the customer experience.
- Work with our Marketing Officer to improve our SEO and SERP rankings along with online presence across partner sites.
- Assist the Fundraising and Marketing team with maintaining groves, webpages and merchandising as necessary.
- Undertake a regular audit of the charity's data collection and storage processes and rectify any compliance issues.

Data

The role requires responsibility for the material, financial or information resources used by others across several teams.

- Is responsible for maintaining the Trees for Life CRM in-line with fundraising, data protection regulations and best practice.
- Review, develop and manage database processes and procedures, looking for opportunities to improve efficiency and effectiveness.
- Maintain and carry out regular database processes including data cleansing and adding new users.
- Support the Head of Fundraising and Marketing to encourage best-practice use of the database across the organisation, including assisting with new user training and being on-hand for day-to-day technical support.
- Working as the day to day liaison with Patronbase, the Trees for Life database provider.
- To be an administrator for the Patronbase database system and provide database support and training for users.
- Manage user accounts and permissions, database updates, user defined fields, database procedures, coding structure and control logs, directory of reports and carry out database housekeeping.
- Respond to analytics requests and create reports for use by colleagues. For example at the Dundreggan Rewilding Centre for supporter engagement, income generation, volunteer and event management, GDPR compliance.
- Manage and make recommendations on data accuracy and integrity, conduct data cleansing, archiving and duplicate checking procedures.

- Work with the Head of Fundraising and Marketing to provide training, advice and support on appropriate storage of supporter data within the organisation.
- Liaise with the Head of Finance and Resources to maintain effective security and access policies and procedures for the operation of database systems across the organisation.
- Monitor, maintain records and report on GDPR compliance
- Working with the Head of Fundraising and Marketing to maintain and update data protection guidance, policies, processes and templates.
- Ensure data processes are documented and up to date.
- Develop and maintain excellent working knowledge of databases throughout Trees for Life to ensure best practice

Person Specification

Overall, the post holder needs to be a strong communicator and skilled at explaining technical processes for non technical users. You should be comfortable liaising with CRM users and enjoy learning new operating systems in order to provide a host of solutions and build meaningful relationships in the process.

- Excellent data management skills and a positive attitude
- Demonstrated ability to meet deadlines, and handle and prioritise simultaneous requests
- Creative and analytical thinking, and strong problem-solving skills
- Ability to follow technical procedures

Knowledge & Experience

- Demonstrated experience with CRM systems.
- Excellent knowledge of the Microsoft Office package, especially Excel and GSuite.
- Experience managing GDPR and GiftAid consent records.
- Experience maintaining websites
- Experience working with contractors
- Experience in the charity and or non-profit sector

Skills & Competencies

- Strong interest in data analytics and its benefits to the organisation.
- Ability to quickly master new technology
- An understanding of and desire to implement CRM best practice solutions.

- Ability to work independently, whilst recognising your contribution towards a team goal.
- Ability to balance the management of ongoing tasks and responsibilities, with one off projects

Personal Attributes

- Must be committed to the ethos and values of Trees for Life
- Genuine enthusiasm and a passion for nature conservation.
- Highly-motivated and professional in approach.
- Team player – a readiness to work as part of a team and support colleagues.
- Positive attitude to taking the initiative.

Working Conditions and Special Demands

- Willingness to be flexible and work occasionally out of normal hours and to travel.
- Attend internal and external meetings as required.
- Contribute appropriate information for the Trees for Life website, social media and publications.
- Undertake any other duties commensurate with the accountabilities of the post.
- We offer flexible working hours with staff able to work from and attend the office at pre arranged times at our Findhorn office.