ROYAL FREE CHARITY

JOB DESCRIPTION

Job Title	Senior Fundraising Database Officer
Department	Fundraising/Individual Giving
Reporting to	Fundraising Database Manager
Reports to you	
Hours of Work	Full-time - 37.5 hours per week not including breaks
Date	September 2021

The Royal Free Charity

The Royal Free Charity (RFC) and the Royal Free London NHS Foundation Trust (RFL) work in partnership every day because together we can do what the NHS cannot achieve alone.

The Royal Free London is one of the UK's biggest trusts, our 10,000 staff delivering care to more than 1.6 million patients each year in three hospitals and a range of other sites across north London and beyond. It combines globally recognised clinical expertise with local and friendly hospital care to represent the best in NHS treatment. Its hospitals are renowned for specialist services and lead care in a number of areas, including immunology, liver transplant, kidney and bone marrow transplant, infectious diseases, cancer treatment, plastic surgery and ENT surgery.

The Royal Free Hospital is a major neuroscience base with a network extending throughout north London and into the south east of England. It runs internationally important clinical research and training programmes and its hospitals conduct medical research, some with an international reputation. The Royal Free London is a leading trust for the training of doctors, nurses, midwives and professions allied to medicine.

The role of the Royal Free Charity is to support the trust staff at all levels by investing in services for staff and in the physical and technical infrastructure of our hospitals, helping make care safer, more efficient, more effective and closer to home. It also funds life-saving and life-changing research aimed at finding cures and new treatments for diseases like type 1 diabetes, cancer and organ rejection following transplantation.

Patient support: Every patient is unique, with their own mix of concerns and considerations. We aim to provide services and support to reduce anxiety and make the experience the best it can be.

Major projects: We work with partners to develop research centres that provide innovative solutions to health conditions that affect a significant number of population.

Hospital staff support: Those who care for others must be well supported themselves. We clear the path ahead for our hospital colleagues so they can go further, faster for patients.

The generosity of our donors, fundraisers and volunteers enables us to do this.

The charity, which employs about 70 people, is working towards becoming an employer of choice.

Fundraising Department:

The aim of the Fundraising Department is to generate income from new and existing supporters, whilst giving our supporters the best experience possible. Our fundraising directorate is split into three main areas, Individual Giving, Community Fundraising and Philanthropic Partnerships. The fundraising database team and the senior fundraising database officer sit within Individual Giving.

The fundraising database team is responsible for:

- Accurate financial and personal data entry and extraction from our fundraising database, the Raisers Edge. This involves the processing of financial data, supporter enquiries and donations for fundraising appeals and campaigns, as well as community and fundraising events.
- Delivering data selections and extracts for integrated multichannel communications to supporters.
- Engaging with fundraising to develop supporter related business processes and enable effective and efficient recording, reporting and data insights.
- Work closely with fundraising team on the development of reporting and analytics of support behaviours to inform future business decisions.
- Providing database administration support for the fundraising department.

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Senior Fundraising Database Officer

Job Purpose

- Using Raiser's Edge (RE7/RENXT) to lead on complex data selections for integrated, multi-channel supporter communications for the whole fundraising team and marketing/comms with supporters.
- To lead and present data analysis of marketing campaigns efforts selections
- Lead on all things data relating to supporter journeys utilising data visualisation tools.
- To support the database officer with data entry/importing processes related to supporter records, including capturing, inputting, organising, and reporting on supporter constituent information and donations to a high level of accuracy.
- Provide database administrative support and training across all areas of fundraising department (individual giving, community fundraising and philanthropic partnerships).

Key Responsibilities

- Responsible for ensuring that all data selection requests are delivered to stakeholders to agreed deadlines and data standards
- To manage, write and run complex data selections and segmentations from data briefs, delivering data for a variety of offline and online channels, covering diverse sets of supporter groups.
- Analyse requests through data selection briefs and deliver complex segmented extracts for all direct marketing (using descriptive modelling such as RFV) for all campaigns.
- Lead on and plan direct marketing data delivery processes, including analysis and reporting through Microsoft PowerBi.
- Assist fundraising on the development of supporter journeys using data driven analysis.
- Maintaining accurate and timely records in Raiser's Edge, including constituent records, daily gift entry, supporter acknowledgments, data hygiene processes, identification of duplicates, queries/reports, and other supporter communications.
- Assist with data specifications and requirements for all third-party data processors and systems, telemarketing, websites and outsourcing agents.
- Assist with coding on the Raiser's Edge through management and setup of attributes, code tables and campaign, fund, appeal and packages codes.
- Work with the fundraising database manager to ensure that data is processed to be compliant with: Data Protection Act 2018 (DPA), GDPR, Telephone Preference Services (TPS), Mailing Preference Services (MPS) & HMRC and other legislative/best practice requirements.
- Maintain accurate documentation, work to and support improvement of database practices within the fundraising department while being proactive in identifying areas of improvement and implementing these through change control.
- Provide support for users of the Raisers Edge database through induction sessions and ongoing training in response to changes in working practices and legislation.

ROYAL FREE CHARITY

Key Relationships

- Fundraising
- Marketing and communications
- Grants & Special Purpose Funds
- Finance
- NHS RF colleges

General – We expect you to: -

- Be highly motivated and self-initiated with a non-judgemental approach.
- Have a:
  - strong affinity with the charity mission and ethos
  - positive professional work attitude
  - presentable appearance
  - 'hands on' attitude with excellent attention to detail
- Have an ability to:
  - work unsupervised
  - work to tight deadlines and deliver results
  - be flexible, tactful, diplomatic and supportive in your approach
  - work in a 'team – based' environment
  - follow instructions and adhere to Trust / charity policies
- Be enthusiastic and passionate for charity / hospital environment.
- Treat everyone equally, regardless of class, age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sexual orientation, or any other equality characteristics.

Qualifications, Experience, Skills & Knowledge

Qualifications

- At least 5 CSE/GCSE including Maths and English (or equivalent)

Experience

- Experience of using the Raiser's Edge (RE7/RE NXT) or similar fundraising Customer Relationship Manager (CRM).
- Experience of using data tools/packages such as Tableau, Fast Stats.
- Experience of using Microsoft PowerBi for data visualisation and analysis.
- Experience of working in a fundraising/marketing environment.
- Experience of producing large complex multi-channel marketing selections for a fundraising department

- Experience in interpreting and producing financial reports from various donation channels.
- Experience in Gift Aid processing following HMRC guidelines.
- Experience of working in a multicultural environment.

Skills & Knowledge

- Knowledge of using administration features of the Raiser's Edge.
- Ability to use advanced Microsoft Excel skills (pivot table, VLOOKUP's, conditional formatting etc.).
- Understanding of database marketing techniques/models (RFM, LTV, ROI) and creative DM approaches.
- Understanding of database marketing techniques (segmentation, supporter journeys).
- Skilled in analysing and interpreting large data sets in Excel.
- Ability to create and maintain high-quality user-friendly documentation.
- Ability to interpret and present data analysis and in a user friendly way
- The ability to manage and juggle a large workload whilst maintaining an excellent service level to internal & external stakeholders.
- Awareness of Charities Act, Data Protection Act and good practice in relation to fundraising.
- Knowledge of Charity Commission and HMRC codes of practice relating to supporter care.
- Equal opportunities awareness.
- Able to deal with sensitive information in a confidential and professional manner.
- Confidence to learn new systems and skillsets independently.

Results Driven

- To be able to deliver a high quality of customer service to agreed timescales.
- Help find innovative ways to drive efficiency and standards through development of and revision of templates and process documents.

Communication

- To have excellent communication skills both verbally and written.
- Ability to: -
    - Explain technical concepts to a wide range of audiences when delivery training or when resolving support requests
    - empathise and support staff positively
    - build supportive and trusting relationships
- Strong commitment to the RFC values and providing an excellent customer experience.

Managing Own Performance & Development

- To be able to: -
    - work under pressure and to deadlines
    - prioritise and manage own workload
    - demonstrate continued attention to detail and accuracy
    - problem solve
- To be willing to continue updating own knowledge and skills.

- To be self-confident and willing to take responsibility.

Other Requirements – We expect you to: -

- Be highly motivated and able to take the initiative.
- Have a strong affinity with the NHS and philanthropic values.
- Have an attention to detail.
- Support your team and your other colleagues.
- Attend meetings and training as required.
- Adhere to charity policies, including the dress code, and all relevant legislation and ensure that any team members who report to you do the same.
- Be aware of the need to create equal opportunities.
- Be committed to continuous learning, review and improvement of all services.
- Be flexible and respond to the needs of services.
- Attend supervision on a regular basis with the line manager .
- Be aware of and have a good understanding of Health and Safety at Work and the Fire Procedure and understand the correct action to be taken in the event of a fire.
- Read and adhere to the organisation's policies and procedures.
- Work to the organisation's vision, mission, values and behavior
- to undertake any additional relevant duties as required

This job description is not exhaustive and is subject to change to meet legislative requirements.