

## 1 Advertisement

**Post Title: Senior Database Manager**

**School/department:** Development & Alumni Relations Office (DARO).

**Hours:** Full time or part time hours considered up to 1FTE.

Requests for flexible working options will be considered (subject to business need).

**Contract:** Permanent

**Reference:** 7490

**Salary** starting at £34,304 rising to £40,927 per annum, pro rata if part time

**Placed on:** 05 January 2022

**Closing date:** 07 February 2022. Applications must be received by midnight of the closing date.

**Expected interview date:** To be confirmed

**Expected start date:** To be confirmed

This is an exciting opportunity for a highly motivated and experienced database professional to join the team in the University of Sussex's high-performing Development & Alumni Relations Office (DARO). This role is integral to the smooth functioning of all alumni, donor and prospect engagement and fundraising activities in the department.

With a track record of managing a complex CRM database, transferring large datasets between systems and analysing and segmenting data to support fundraising, you will be a results-driven, excellent database manager, with the ability to lead and motivate a team and work collaboratively with colleagues in other teams within the department and across the University.

As Senior Database Manager, you will develop a data-driven culture in DARO; leading the gathering, management and interpretation of data and insight to improve results and inform future strategy.

You will be responsible for the University's Raiser's Edge NXT database and associated integrations, all fundraising and alumni engagement webpages, third party platforms and email communications. The database holds the details of around 200,000 alumni worldwide and is the main tool for alumni relations and fundraising for the University. This role is responsible for all aspects of database management and planning in order to help the department maximise income and reach its strategic goals.

Please contact Rachel Dyson, Deputy Director of Development, at [r.dyson@sussex.ac.uk](mailto:r.dyson@sussex.ac.uk) for informal enquiries.

For full details and how to apply see our [vacancies page](#)

*The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.*

## **2. Communications Marketing & Advancement / Development & Alumni Relations**

The Communications Marketing & Advancement Division is responsible for enhancing the reputation of the University and profiling the institution's vision and aims to a wide range of stakeholders including media, staff, students, alumni, supporters, prospective students, government, business and the public.

The Division is responsible for promoting the achievements of academics and researchers, as well as major developments and partnerships. It works with colleagues across the University to help drive Sussex's reputation as a world-class, innovative institution, whose genuinely avantgarde approach to education is transforming society. Responsible for the recruitment of students, the Division also communicates the University's outstanding education offer alongside the student experience in the UK and internationally.

The Development & Alumni Relations Office sits within the Division and holds responsibility for our alumni engagement programme and for raising funds to support the University of Sussex.

For further information visit: [www.sussex.ac.uk](http://www.sussex.ac.uk)

### **Development and Alumni Relations Office**

The Development and Alumni Relations Department is part of the Communications, Marketing and Advancement Division. The Department is responsible for the University's philanthropic fundraising and for developing and maintaining excellent relationships with the growing international community of alumni, supporters and friends of the University.

The department has recently developed a five-year strategy that aims to take fundraising to a new level in support of the University's strategic priorities as outlined in Sussex 2025. The momentum provided by their last fundraising campaign – Making the Future – significantly enhanced the engagement of alumni and external supporters with the University, which in turn has inspired donors to support talented scholars and invest in its world-leading research.

The Development and Alumni Relations team manages the relationships with all the University's donors and actively seeks new pathways for continued support in aid of the institution's strategic objectives. As well as engaging with an active network of more than 100,000 alumni worldwide, the department is also responsible for organizing Sussex's corporate events and graduation ceremonies, which are flagship milestones in the University's calendar.

## **3. Job Description**

Job Description for the post of: Senior Database Manager

**Department: Development & Alumni Relations Office**

**Division: Communications, Marketing & Advancement**

**Location: Sussex House**

**Grade: 7**

**Responsible to:** Deputy Director of Development

**Responsible for:** 2 x Database Assistant (0.6 FTE)

**Purpose of the post:**

The Senior Database Manager is integral to the smooth functioning of all alumni, donor and prospect engagement and fundraising activities in the Development & Alumni Relations Office (DARO). Through effective leadership of the Data Services team and all associated resources and close collaboration with managers across the department, the postholder will develop a data-driven culture in DARO, leading the gathering, management and interpretation of data and insight to improve results and inform future strategy for the department.

The Senior Database Manager is responsible for the University's Raiser's Edge NXT (CRM) database and associated integrations, all fundraising and alumni engagement webpages, third party platforms and email communications. The database holds the details of around 200,000 alumni worldwide and is the main tool for alumni relations and fundraising for the University. This role is responsible for all aspects of database management and planning in order to help the department maximise income and reach its strategic goals.

The postholder acts as the designated Information Asset Owner for DARO and ensures compliance with regulation and legislation relating to payment processing and Gift Aid, data security, data privacy and communications and handles all Subject Access Requests and Freedom of Information Act returns for the department.

This role is a key liaison between DARO and IT Services, Information Management, Finance, Research & Enterprise and the Web Team in Digital and Creative Media internally and the support teams for all external systems and platforms used to deliver DARO programmes, including Blackbaud (database and bulk email systems); Graduway (Sussex Connect); Hubbub, JustGiving, Network for Good (fundraising); and Stripe, Blackbaud Payment Services (payment processing). They are the data liaison with third-party suppliers contracted to deliver our telephone fundraising appeals, any data cleaning or screening in preparation for appeals and postal mailings.

**Key Responsibilities**

**Strategic:**

- Provide leadership, motivation and support to the Data Services team to deliver a proactive, appropriate and high-quality range of data and insight services (including gift processing, analysis and segmentation of data, data archiving and routine data cleansing) and optimise use of the department's resources
- Provide overall management of the DARO Raiser's Edge NXT database as the department's 'super-user'; taking ownership of the data and how it is structured, managing configurations, system updates and integrations, data security, user access and training, and implementing processes to enhance the quality, integrity and compliance of data held within the department's principal resource.
- Work with DARO colleagues to integrate the database, website, email, social media, NetCommunity, Sussex Connect and Hubbub platforms to maximise the use of the available resources and the effectiveness of alumni and supporter engagement activities.
- Build queries and reports within the database to interrogate the data and income trends, reporting findings to shape fundraising strategy.

- Build queries and reports to better understand our supporters' demographics to grow income generation
- Consult with DARO colleagues about their requirements and offering training, advice and recommendations on the best use of the database, website, systems and available platforms for the Major Gifts fundraising, Alumni Relations, Events and Individual teams, based on an awareness of their functions and the strategic objectives of the department and the University.
- Enable the DARO team to use the University website as an effective communication tool to meet the aims of the department's strategy and operational plans.

#### **Data Management and Insight:**

- Be responsible for the use and operation of the DARO Raiser's Edge NXT CRM database of over 200,000 former students and external contacts, including planning, database administration, identifying areas for further development and/or training, and maintaining policies regarding table structure and usage.
- Oversee the sending of email and electronic communications in accordance with relevant legislation, good practice guidelines for digital communications and DARO's digital communications strategy, ensuring resources are deployed effectively and efficiently. Help colleagues track and analyse results and impact of campaigns to increase effectiveness and reach.
- Segment, analyse and interpret data to assist the Development Researcher and Major Gifts team in research, identification of prospects and categorisation of constituents on the database, reporting against Key Performance Indicators for the department, and effective management of CRM data on alumni and key fundraising contacts for the University.
- Be responsible for the timely import of new leavers student data from the main university Central Management System (Oracle) database in line with the alumni relations communications plan.
- Manage data screening, segmentation and analysis of alumni and donor data on the database where required, acting as technical lead for all external agencies engaged to deliver these activities.

#### **Compliance and Reporting:**

- Be responsible for providing and maintaining key departmental Policies and Procedures documents detailing IT related processes within the department (e.g. data migration processes, paperless direct debits, integration of gift processing with Finance office). Disseminate information on agreed procedures to relevant sections of the department.
- Be proactive in maintaining knowledge of all legislation and regulation relating to data management, data protection and payment processing (including Freedom of Information, GDPR, PECR, PCI DSS and gift aid), ensure compliance with current legislation and advise on its implication for the work of DARO.
- Act as Information Asset Owner for DARO, lead regular reviews to ensure that the department is compliant with the Master Records Retention Schedule, with support from the University's Information Management Team.
- Produce fundraising income reports and other internal reporting as requested.
- Lead and be responsible for the accurate completion of sector benchmarking surveys, including the CASE-Ross survey of philanthropic income, the CASE Global

## Alumni Engagement Metrics survey and the MORE Regular Giving Benchmarking project

### **Networking and liaison**

- Build and maintain internal networks and relationships to ensure alumni and supporter data forms part of the institutional approach to data management, facilitate communication and disseminate information between departments.
- Work with the Digital and Creative Media team to enable DARO colleagues to make best use of the Alumni webpages on the university website.
- Work with IT Services to manage and continuously develop the process for data comparison and migration of student and course registration data from the central student Oracle database to Raiser's Edge database, overcoming issues of field validity and record duplication.
- Act as principal point of contact with Blackbaud (software provider for Raiser's Edge) resolving technical support issues, and negotiating over requirements such as upgrades, modules and licenses, and liaise with IT Services over contractual requirements relating to Raiser's Edge and Blackbaud services.
- Liaise with other third party suppliers and providers of external services to the University regarding alumni data (e.g. platform providers, data cleansing agencies, mailing agencies).
- Liaise with colleagues in Finance and other areas of the University which may attract philanthropic income to ensure the full and accurate reporting of philanthropic funding for the University
- Work with the University of Brighton to help manage the use of data for Brighton and Sussex Medical School (BSMS) alumni.
- Identify and engage with best practise in data and insight activities for the sector and establish a network of peers, so as to advise the department on notable initiatives and to maintain/enhance own professional development

### **General**

- Project manage departmental IT projects as and when required to ensure delivery against fixed timescales (for example, alumni surveys)
- Project manage larger IT-related projects as and when required, liaising with colleagues in other departments across the University to ensure delivery against fixed timescales.
- Undertake any other team work required from time to time, such as assisting during Graduation ceremonies and occasional attendance at evening and weekend events, for which time off in lieu will be given.

This Job Description sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed.

Date 17/12/2021

## **4. Person Specification**

<b>Skills and Abilities</b>	<b>Essential</b>	<b>Desirable</b>
Ability to communicate complex data in a concise and accessible manner for non-technical audiences	x	
Ability to operate pro-actively and on own initiative as well as to work as part of a team	x	
Ability to work effectively and tactfully with others at all levels of the University	x	
High level of administrative and organisational skills, including the ability to manage a heavy workload and competing and possibly conflicting priorities to meet deadlines.	x	
Strong communication and client service skills.	x	
Ability to effectively manage change	x	
Proactive and creative approach to problem-solving	x	

<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>
Extensive experience of managing a complex CRM database at Administrator level, including developing functionality, segmentation and analysis, preferably in a fundraising context	x	
Experience of information management	x	
Experience of manipulating large datasets, and transfer between systems and database management.	x	
Experience of sending mass electronic communications by email, segmenting audiences and using dynamic content	x	
Experience of managing compliance with regulations relating to data management, data protection and payment processing	x	
Experience in managing IT projects	x	
Experience of overseeing donation processing, including using third party systems (e.g. Stripe), claiming gift aid and managing paperless direct debits		x
Experience of training staff on the use of a CRM database		x
Experience of managing a team		x
Experience of reporting packages such as Power BI		x
Experience of using Web Content Management systems		x

<b>Knowledge</b>	<b>Essential</b>	<b>Desirable</b>

Advanced Excel knowledge and experience with tools such as Power Query to manipulate and transform data	x	
Detailed knowledge of the Raiser's Edge / Raiser's Edge NXT database	x	
Knowledge of HTML, CSS and XML	x	
Strong understanding of the principles of GDPR and the Data Protection Act 2018	x	
Knowledge of direct marketing and other fundraising processes	x	
Knowledge of Gift Aid rules and claims procedures	x	
Understanding of analysis techniques and statistical tools	x	
Design tools such as Dreamweaver and Photoshop		x
Web Metrics software such as Google Analytics		x

<b>Qualifications</b>	<b>Essential</b>	<b>Desirable</b>
Undergraduate degree or equivalent level qualification	x	
Expertise developed through specialist training in CRM database management and use	x	
Data management/analysis qualification		x
Project management qualification (e.g. Prince 2)		x