CROSSPURPOSE

Donor Database and Support Specialist
2024 Job Description

Scope and Position Responsibilities

The Donor Database Manager collaborates with the Data and Tech team to manage the organization's donor database (Salesforce), platforms that integrate with Salesforce, and filing systems to maintain data integrity across the development department. The position supports ongoing data management, business process improvements, data hygiene, and ensures that data can be leveraged internally and externally to draw actionable insights. This role assists with data management, reporting, analysis, quality control, and business process enhancement, enabling the development team to use the system more strategically and effectively. This role will also support the Development Team with event execution

Department: Development
Supervisor: Director of Development Operations
Direct Reports: 0
Indirect Reports: 0

Major Areas of Responsibility

1. Data Management:
   - Maintain and update donor databases in Salesforce, ensuring accuracy and integrity of information.
   - Input, clean, and organize donor data, including contact information, giving history, and engagement activities.
   - Ensure data compliance with privacy regulations and organizational policies.
2. Data Analysis and Reporting:
   - Analyze donor data to identify trends, patterns, and opportunities for engagement.
   - Generate regular and ad-hoc reports on fundraising performance, donor retention, and campaign effectiveness.
   - Provide insights and recommendations to support fundraising strategies and goals.
3. Donor Segmentation and Targeting:
   - Develop and implement donor segmentation strategies to tailor communication and engagement efforts.
   - Identify high-potential donor segments for targeted fundraising campaigns and initiatives.
4. Database Integration and Optimization:

- - Work with Development teams to ensure seamless integration of donor databases with other systems and tools.
    - Optimize database processes and workflows to enhance efficiency and effectiveness.
5. Support Development Initiatives:
    - Collaborate with the Development team to support fundraising events, campaigns, and initiatives.
    - Provide data-driven insights to inform campaign planning and execution.
    - Assist with donor stewardship and recognition programs.
6. Training and Support:
    - Train staff on best practices for data entry, management, and usage.
    - Provide ongoing support to ensure effective use of donor databases and tools.
7. Other fundraising and development support
    - Manage and educate the Development team on all vendors and platforms (RelaSci, Classy, DonorSearch, Double the Donation, etc.)
    - Creates and manages campaigns in Classy.
    - Conduct prospect research for the Development team
    - Provides ad-hoc support to the development team, which can include, but is not limited to:
        i. Event support
        ii. Serve as backup support to the Development team

Qualifications:

- Bachelor's degree in Data Science, Business Administration, Marketing, or a related field.
- Proven experience in data analysis, preferably in a non-profit or fundraising environment.
- Proficiency in donor database management and CRM software (e.g., Raiser's Edge, Salesforce).
- Strong analytical and problem-solving skills.
- Excellent attention to detail and commitment to data accuracy.
- Ability to communicate complex data insights in a clear and actionable manner.
- Strong organizational and time management skills.
- Ability to work collaboratively in a team environment.
- Familiarity with data privacy regulations and best practices.
- Knowledge of fundraising principles and donor engagement strategies.
- Deep alignment with CrossPurpose Mission
- Strong commitment to Christian faith
- As needed, perform other job-related duties as assigned to aid in organization and team events, culture and or performance.

Hours, Compensation and Benefits

Hours: 40 hours/week: Monday, Tuesday 8:00am - 5:00pm; Wednesday - 8:00am - 8:30pm; Thursday, Friday - 8:00am - 2:00pm; occasional other hours as scheduled by your supervisor.

Salary/Wage: $55,000 - $66,000   Annually (Support Specialist I)

Performance Bonus: Up to 5% of salary

Vacation: 15   days per year, plus the office is closed Christmas Day - New Years Day and staff have limited duties

Sick Days: 6   days per year

Insurance Benefits: Health, dental, vision, workers compensation, unemployment, short term disability, long-term disability

These and other benefits are discussed in more detail in our Employee Handbook.