



JOB DESCRIPTION

DATABASE COORDINATOR – MATERNITY COVER

- REPORTS TO:** Individual Giving Manager
- STAFF REPORTS:** No direct staff reports
- LOCATION:** Based at Trees for Cities office in Kennington SE11. Remote working offered with at least one day per week in our London office, SE11.
- SALARY:** £26,000 per annum pro-rata + excellent benefits
- WORKING HOURS:** Part time, up to 28 hours per week. This is a permanent contract.

ABOUT TREES FOR CITIES

Trees for Cities is the only charity working on a national and international scale to improve people's lives by planting trees in cities. We have been in existence for over 25 years, engaging communities to plant, protect and promote urban trees in parks, streets, schools and housing estates across the UK and around the world, revitalising these areas and improving the lives of the people who live in them.

Through our work, we strengthen urban communities through volunteering opportunities and want to enable and inspire a new generation to plant and protect urban trees.

PURPOSE OF JOB

We are looking for a highly motivated Database Coordinator to cover maternity leave for up to 12 months, who will ensure the smooth day-to-day running of our organisation's CRM system, Donorfy.

This role sits within the Marketing, Communications, & Individual Giving (MC&IG) Team under Individual Giving (IG). You will be the first point-of-contact for any of our fundraising teams (IG, Corporate, and Grants & Trusts) for any data needs.

The position is offered as a flexible working setup, however there is an expectation to come into our office in Kennington (SE11) at least once per week.

KEY ACCOUNTABILITIES AND RESPONSIBILITIES

As the Database Coordinator, you will be the central person in the organisation that oversees the maintenance of our database (Donorfy) and the data within it, and will assist other teams with inputting and extracting data as per their requests.

You will be responsible for managing data within our fundraising database Donorfy, and you will also be responsible for making sure that this data is entered accurately and in accordance with GDPR guidelines. We are also always looking to improve our data capture techniques, and so this job is also a space for you to be creative and inform how the charity obtains and retains data.

We also have the potential to introduce new integrations between various fundraising platforms and Donorfy. It will be a part of your role to explore and to implement these through Donorfy's built-in tools.

This role will be excellent for you to hone in your database skills and to bring an entirely new skillset to a fast-growing charity at the forefront of the fight against the climate crisis in towns and cities.

WHAT YOU WILL BE RESPONSIBLE FOR

- The day-to-day upkeep of Donorfy, the charity's CRM system, including inputting data on a monthly basis and extracting data such as mailing lists and income reports more regularly.
- Taking ownership for the integrity of the data on Donorfy, including performing maintenance tasks on the data as and when they are required.
- Managing data imports from third party platforms into Donorfy accurately and according to the agreed schedules.
- Ensuring that all data collected by the charity is compliant with GDPR.
- Supporting Individual Giving with data analysis and trends.
- Assisting the Finance Team with income reconciliation and Gift Aid Claims.

- Providing support for the data needs of all fundraising teams, and offering solutions.

This job description is not exhaustive and the post holder will be expected to undertake any other reasonable duties as requested by their manager.

As part of working for Trees for Cities, you will also be expected to help out with at least 3 of our planting days during the planting season, which runs from October until March.

HOW WE WILL MEASURE IT

- A significant improvement in the efficiency and effectiveness of how Donorfy is used by all teams.
- New integrations set up between Donorfy and other fundraising platforms, particularly with our email platform Charity Digital Mailer, leading to the reduction of manual upload processes.
- A marked improvement of the quality of data in Donorfy.
- Improved net income and ROI from IG campaigns thanks to the amount and quality of data that we can analyse

WHAT YOU WILL DELIVER

- New ways in which we can improve our data collection processes, reducing the amount of manual processes and setting up integrations between platforms.
- Assisting the IG Manager with the maintenance and development of segmentation models and robust supporter journeys.
- Analysis data from fundraising activities to help direct the Individual Giving programme.
- Training sessions for members of staff on the basics of how to use Donorfy.
- Working with the wider M&C team to help improve data capture processes, both online and offline.

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Previous experience working with CRM systems	Y	
Previous experience of Donorfy and the charity sector		Y
Strong demonstrated administrative skills	Y	
Strong attention to detail when inputting and working with data	Y	
Knowledge of Excel	Y	
Knowledge of data segmentation	Y	
Experience of importing and exporting data from CRM systems as per briefs from other teams	Y	
Confidence in creating exports based on set criteria, sometimes with multiple layers of filtering	Y	
Understanding of the integration capabilities of fundraising CRMs and other cloud based services, and how they might work together using existing integrations		Y
Knowledge of GDPR and data protection guidelines	Y	
Approachable, helpful, and be able to communicate technical language in everyday terms	Y	
Confident interacting with staff at all levels	Y	
The ability to think creatively to solve problems, and come up with ideas to improve the charity's data processes	Y	
The ability to build good relationships with suppliers and service providers	Y	
Highly motivated with the ability to multitask	Y	
Passionate about the environment	Y	
Ability to work as a team, both in-person and remotely	Y	
Proactive and hands-on with the ability to work with minimal supervision	Y	

All employees have a duty under the Health & Safety at Work Act to ensure that their working environment is kept free of hazards that may prove injurious to themselves, their colleagues, and all those engaged in the charity's activities.

STAFF BENEFITS

- 29 days annual leave (pro-rata) plus bank holidays
- Enhanced 5% contribution to pension scheme with the option to match additional contributions up to a further 2%
- Cycle to Work Scheme
- Company paid cash back Healthcare scheme with Simply Health
- Dedicated annual training budget to support personal developments

Trees for Cities is committed to the principles of equal opportunity. We value diversity and are committed to promoting diversity within the workplace. We aim to ensure that our employees achieve their full potential and that all employment decisions, including recruitment, are taken without reference to irrelevant or discriminatory criteria. A full copy of our Equal Opportunities Policy can be provided on request.