



POSITION DESCRIPTION

Database Specialist

Reports to: Development Director

Position Status: Exempt

Supervises: N/A

Effective Date: 3/30/22

GENERAL SUMMARY

This position manages donor data and partners with the team to use it to grow individual and company contributions. They are a core part of the team, meeting regularly to understand the fundraising strategy and offer solutions to use the data to get there. Responsible for managing gift processing and donor financial records. Manages the user experience for event registration (via Greater Giving, Raiser's Edge, etc.) and looks for ways to improve it. Creates and manages regular dashboards to report and monitor donor retention and acquisition. Works with Finance on regular reports to show year-to-date fundraising.

Requires a self-starter with excellent problem-solving skills, combined with the proven ability to multi-task, prioritize duties, and manage time effectively.

DUTIES AND RESPONSIBILITIES

1. Database Management

- a. Designs and maintains system parameters for Raiser's Edge (RE) donor database software so that the team can build and manage their own portfolios to meet annual fundraising goals. This includes establishing codes for segmenting, dashboards to guide the team and the Foundation Board, managing data conversions including imports and exports, software upgrades, regular updates, and data clean-up tasks.

- b. Works with Finance on regular reports to show year-to-date fundraising; creates and manages regular dashboards to report and monitor donor retention and acquisition.
- c. Assures integrity of data and records, deleting duplicate records, ensuring appropriate coding, etc. Audits data for errors or incorrect codes, proactively brings solutions to the team to minimize these duplications, and systematically updates records.
- d. Works systematically and strategically to improve the RE database and encourage its use.
- e. Ensures the integrity and security of the database and its content; ensures compliance with HIPAA.
- f. Researches and recommends new tools or expanded uses of the current database.
- g. Supervises and trains database users. Maintains RE policy and best practices.
- h. Manage all RE reports including weekly gift reports, overdue pledge reports, sponsorship reports, open and closed action reports for Foundation staff, Board and others, etc.

2. Improving Donor Experience

- a. Provide support at donor stewardship events and acquisition events; proactively offer suggestions to improve the user experience and how to use the data to move the team forward.
- b. Prepares segmented mailing lists for internal and external use so donors feel that they are seen and part of something bigger at Northwest Kidney Centers.
- c. Manages user experience for event registration; owns relationship with outside vendors; proactively offers up new solutions to the team.
- d. Working with the Development Director and Communications team, manage the user experience for targeted appeals including GiveBig and Giving Tuesday

3. Gift Processing, Acknowledgements, Record Keeping

- a. Works with the Donor Relations Coordinator to acknowledge all annual giving contributions in an appropriate and timely manner. Manages gift and pledge recording and gift receipting processes for all development activity.
- b. Reviews the work of staff performing gift entry, donor coding and batch processing; approves gift batches before being committed.
- c. Personalizes gift acknowledgments to segmented donor constituencies. Works closely with the Major Gifts Officer and VP of Development to identify new major and planned gift prospects from the base of annual giving donors.
- d. Oversees entry of contact reports from staff and Board.
- e. Produces and supervises the fulfillment of annual tax statements.
- f. Serves as liaison with Accounting Department to ensure accuracy of gift/donation records and deposits. Reconciles gift information on a monthly basis with Accounting.

4. Employee Giving

- a. Prepares applications to United Way as well as State, County and Federal combines fund drives and corporate workplace campaigns.
- b. Prepares campaign evaluations and data analysis.

5. Memorials and Tributes

- a. Manages Northwest Kidney Centers' memorial and honoraria members in a timely manner. Sets up and maintains all tribute pages on Northwest Kidney Centers' website. Creates and manages follow-up for donors to increase retention with this group.
- 6. Other duties related to Northwest Kidney Centers' fundraising operations as assigned.

JOB CONDITIONS

1. Must be able to communicate effectively in English on the phone, in writing, and in person.
2. Must be able to use a computer keyboard, mouse, and pull down windows in an efficient manner. Must be able to demonstrate use of appropriate software after training.
3. Must be able to show attention to detail and ability to ensure accuracy in all work.
4. Must have ability to travel to all NKC locations and event locations.

CUSTOMER SERVICE STANDARDS

Staff is responsible for demonstrating good customer service and professionalism.

1. **CONSIDERATION:** Greet customers promptly; show courtesy; recognize customer's needs; respect privacy.
2. **CONCERN:** Listen to customers; express appreciation, be non-judgmental; take responsibility.
3. **CONFIDENCE:** Show a positive attitude; take personal initiative; inform; educate and reassure; provide prompt follow-up.
4. **CONDUCT:** Hold appropriate conversations; maintain a professional appearance; establish teamwork; show professional competency.

EDUCATION AND EXPERIENCE

- Bachelor's degree required. An equivalent combination of additional qualifying work experience and education may be substituted for the degree requirement.
- 2+ years of experience in fund raising in a health care organization, hospital or other nonprofit.
- Demonstrated success in donor database management and being a proactive teammate in helping grow donor retention and acquisition.

- Experience using Raiser's Edge donor database software or equivalent and expert level skills with MS Office applications preferred.
- Strong writing skills and knowledge of fund development best practices preferred.

The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not to be considered as an exhaustive list of all job tasks performed by people so classified.

REVIEW AND APPROVAL



VP Development and Public Relations

3.30.22

Date



Vice President of Human Resources

3.30.22

Date