

DETAILS OF ROLE		
Role title	Data & CRM Officer	
Reports to	Database Manager	
Directorate & Team	Fundraising, Fundraising Operations	
Contract type	Permanent	
Location	17-21 Wenlock Road, London, N1 7GT	
Salary	Circa £37, 000 per annum	Grade 4 / Zone 2

This job description is a guide to the nature of the work required of the position at the DEC and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and therefore does not preclude change or development that will inevitably be required as the DEC learns and evolves in response to global emergencies.

Who we are and what we do

The Disasters Emergency Committee (DEC) is a unique and dynamic membership organisation which comprises 15 of the UK's leading humanitarian agencies; ActionAid, Action Against Hunger, Age International, British Red Cross, CAFOD, CARE International, Christian Aid, Concern Worldwide (UK), Islamic Relief Worldwide, International Rescue Committee UK, Oxfam GB, Plan International UK, Save the Children, Tearfund and World Vision.

Since it was founded in 1963, the DEC has run over 80 fundraising appeals and raised more than £2.5 billion to help save lives and protect livelihoods in disaster-affected communities around the world.

The DEC launches appeals when there is a humanitarian emergency of such magnitude to warrant a national UK response. DEC fundraising appeals benefit from unique corporate partnerships through our Rapid Response Network and the combined expertise of our member agencies, resulting in wide reaching appeals across high profile TV, radio, and an increasing number of digital channels.

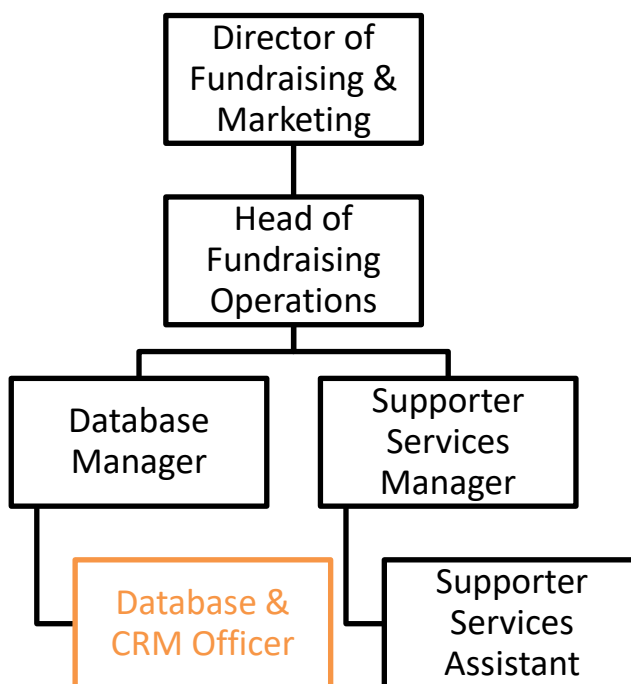
Most DEC funds are raised over an intensive two-week period following a disaster. Appeal funds are specifically for overseas humanitarian work and are normally spent over a two or three-year response period. An important part of the DEC's remit is in learning, accountability and sharing information.

The DEC Secretariat is funded by contributions from its member agencies and a range of core cost funders, and is responsible for the day-to-day running of the DEC. There are currently 44 staff members and a small number of dedicated volunteers, working together to promote the strategic values of collaboration, accountability & transparency, learning, humanitarian, and impartiality.

Our Values & Behaviours

We are <u>humanitarians first</u> Using our mission and mandate to drive impact	We are <u>more than the sum of our parts</u> Working inclusively with our colleagues and partners	We are <u>future ready</u> Preparing ourselves for today and tomorrow
I make decisions with our mission and mandate in mind.	I try new things, share my learnings, and push my thinking.	I do what I say I will, and speak up early if plans need to change.
I prioritise and pace myself to be ready when it counts.	I support my colleagues to strengthen our collective resilience.	I adapt quickly when the situation needs me to.
I work openly, honestly and impartially, explaining the 'why' behind decisions.	I step forward to help others succeed.	I invite diverse ideas and support from both inside and outside the organisation.
I respond to difficult situations with kindness, compassion and action.	I build relationships and connect with colleagues and partners.	I have honest conversations, offering and inviting constructive challenge.

Team Structure



The DEC operates a deliberately lean model – this means you will have a significant amount of autonomy and room to develop your skills and expertise within the role.

Outside of appeals, a large part of this job is routine – imports, housekeeping, fixing records, keeping documentation current, answering colleagues' questions, and the steady work of keeping donor data clean and compliant. Alongside it there is real space to improve how things work and explore what interests you – we're looking for someone who will lean into this with enthusiasm and initiative.

When an appeal launches, the rhythm changes completely. For two to three weeks the volume of donations and data can see a significant increase, deadlines are hours not days, and the whole Secretariat pulls in one direction.

Purpose of the role

This role sits within the DEC's Fundraising Operations Team, reporting to the Database Manager. Together, the Database Manager and this role form the DEC's Data and CRM Team.

The post-holder is responsible for the day-to-day running of the Salesforce CRM, including managing data imports, data quality processes, data selections, and user support. They will have overall responsibility for these areas. Alongside this, they will work with the Database Manager and Head of Fundraising Operations on short and long-term projects, from data pipeline design to system development. The post-holder will also provide cover for the Database Manager when needed.

RESPONSIBILITIES

Data management

1. Lead the delivery of bulk data imports into the CRM, ensuring data from multiple sources is processed accurately and efficiently.
2. Responsible for the day-to-day management of third-party data import and integration solutions, such as ETL tools and other associated middleware.
3. Ensure data is prepared and mapped correctly in line with end user and organisation requirements, and imports are carried out in accordance with agreed timescales.
4. Lead on data quality within the CRM by running a regular housekeeping calendar and data cleansing procedures, working with third party suppliers where required.
5. Deliver data selections and segmentations for supporter communications accurately and to brief, in line with supporter consent preferences.
6. Responsible for staff, temporary workers, and volunteers' access to the CRM and their ability to enter and utilise data, including setting up, amending and removing users promptly and in line with data protection requirements.

Data development and analysis

7. Take ownership of assigned workstreams within data and systems improvement projects, from scoping through to delivery and documentation, agreeing priorities with the Database Manager. Actively look for ways to get more value from the data and the CRM, such as automating manual steps, improving processes, proposing new uses, and taking ideas through to delivery. Design and build reports, dashboards, and analysis to support fundraising colleagues and senior management as required.
8. Support the Database Manager and wider fundraising team to analyse data to identify trends, opportunities and risks.

Data support

9. Champion the effective use of Salesforce and data accuracy, supporting others to become more literate in the use of systems and data.
10. Train new and existing staff in accordance with best practice and produce guidance that colleagues can follow independently.
11. Respond to, and deliver, end user requests in a prompt, friendly and effective manner, keeping requesters informed of progress and managing expectations on timescales.
12. Look after Salesforce documentation, keeping it current, clear, and available to all users

Data administration

13. Adhere to data protection legislation and regulations. Keep abreast of the latest developments and guidance from the charity and data protection regulators on data protection.
14. Liaise with third party suppliers to ensure that the database and associated tools are working effectively and issues are resolved in a timely fashion.
15. Ensure that all CRM processes are run in compliance with audit regulations and sector good practice.

Key working relationships & other

16. Work collaboratively with colleagues across the Fundraising Directorate and wider organisation on the delivery of projects.
17. Work with external suppliers to manage and liaise with donation processing channels, CRM management, and other key functions as required.
18. Provide team-wide support prior to and during appeals when and where required.

19. Supervise work experience placements/volunteers where necessary.

20. Perform other duties that are relevant and appropriate to the role when required.

Competencies	Level & Descriptor	Demonstrable descriptors [key, are in bold]
1. Delivering Quality Results	B	Demonstrates excellent project management skills within team
2. Planning	B	Is aware of others' activities and vice versa in planning activities
3. Analytical and Innovative Thinking	B	Works confidently with data and uses evidence to support work and come up with new solutions
4. Communications	B	Fosters two-way communication and adapts communications effectively
5. Team Working and Collaboration	B	Collaborates effectively across teams and builds strong networks
6. Leading and Motivating	B	Manages own development and seeks opportunities
7. Resilience	B	Remains professional under external pressure

PERSON SPECIFICATION			
Criterion and descriptors		Essential	Desirable
Education	- Undergraduate or Postgraduate degree with a data component. - A Levels or equivalent, with Maths and English GCSEs.		X
Experience, Knowledge & Skills	- Hands-on experience administering a CRM or database, including data imports, data cleansing and user management. - Excellent numeracy and data skills, including confident use of Excel to prepare and check data. - Sustained accurate work, with a methodical approach and close attention to detail. Excellent interpersonal and written skills, with the ability to explain technical matters clearly to non-technical colleagues.	X X X	

	Ability to work self-directed with limited supervision and a strong sense of agency, using own initiative to identify and resolve routine problems, taking tasks through to completion, and quickly spotting where processes could be improved.	X	
	Ability to cope in a fast-paced, pressured environment and to sustain accuracy under pressure.	X	
	Ability to plan and prioritise own workload and deadlines, including when working remotely.	X	
	Working knowledge of UK GDPR and data protection principles as they apply to supporter data.	X	
	Curiosity about fundraising and the DEC's work, and about how good data supports both.		
	<i>Proven experience of using databases in a charity or fundraising setting.</i>		X
	<i>Experience using Salesforce Nonprofit Success Pack (NPSP) or Nonprofit Cloud. Experience of using ETL and data integration tools.</i>		X
	<i>Experience of using Power BI or similar reporting tools.</i>		X
	<i>Experience of Gift Aid processing, data selections for direct marketing, or donation processing platforms.</i>		X
	Experience of working with a high degree of autonomy in a small team, including remotely.		X
Secretariat culture and mind set	Ensure DEC's values are integral to and are upheld, throughout your DEC journey. Open to effective, personalised support for managing a healthy work-life balance. Acute self-awareness, maintaining behaviour and conduct of the highest standards of professionalism and respect as an ambassador for the DEC. Actively contribute to make the DEC a diverse and equitable workplace through inclusive practice and openness to different perspectives, cultures, and ideas. Embrace the working culture of a progressive learning and demanding humanitarian secretariat, seeking insight and using problems as opportunities to learn.		