

Trust for the National Mall

Position Description

Title: Database and Research Manager

Date: July 2010

Reports to: Vice President for Development

Supervises: N/A

Classification: Full-time

Summary: The Database and Research Manager supports all development initiatives through management of the donor database, providing full oversight for tracking all resources including donations, pledges, gifts, in-kind support and cultivation activities.

In addition to database management, this position serves as the primary researcher for the development department providing key information and links to individuals, businesses and groups. This position is a major contributor to the department's cultivation, outreach and decision-making process.

JOB RESPONSIBILITIES:

Key responsibilities include managing the database, overseeing offline and online gift processing and reporting, providing weekly donor (traditional and web-based) demographic and data mining analytics reports, and working with the Development department to support new initiatives and special projects.

The individual is responsible for full management and operational oversight of the Raiser's Edge from Blackbaud database including:

- Determines and analyzes the database needs of the development department and provide support to all users
- Enforces data entry guidelines to ensure data quality and consistency and provide input on improving processes as needed
- Coordinates and oversees the training of select staff for Raiser's Edge support and data entry
- Manages batch review and validation process for all gifts
- Serves as liaison with Blackbaud to ensure proper execution of database tasks and best practices
- Executes queries, imports, and exports of data for analysis and all fundraising efforts
- Maintains accurate coding in Raiser's Edge to ensure tracking of all appeals and cultivation activities; ensuring that all forms of outreach and communication is tracked accurately and appropriately
- Assists with direct mail campaigns, including creating mailing lists, preparing data merges, fulfillment of mailings and donor recognition

- Works with vice president of development and accounting to reconcile Raiser's Edge with general bank ledger, fund balances and fundraising reports.
- Protects and maintains the confidentiality of all donor records and information in accordance with internal policies and privacy laws
- Tracks all grants in Raiser's Edge; maintaining hard copies of all gifts and grant activities
- Maintains a calendar of reporting deadlines and other follow-up in Raiser's Edge
- Identifies prospects for wealth and asset assessments using Raiser's Edge and other indicators
- Assists in stewardship process to ensure proper planning and follow-up

JOB REQUIREMENTS AND QUALIFICATIONS:

DESIRED CREDENTIALS AND SKILLS

- 3+ years work experience in database management in not-for-profit sector
- Proficiency in Raisers Edge software and development of related business practices
- Proven data management abilities including data processing and donor records maintenance, as well as excellent donor services skills
- Excellent organizational skills and keen attention to detail
- Bachelor's or advanced degree in information systems, communications or related field
- Excellent writing and researching skills, including report writing
- Ability to work independently and as part of a team and adapt to a changing work environment
- Excellent interpersonal and communications skill
- Ability to work with confidential information
- Demonstrated ability to handle multiple time-sensitive tasks simultaneously in a fast-paced environment

To apply for this job, please send resume and cover letter to Meghan Gaines at mgaines@nationalmall.org.