

# Sands Application Information **Database Manager**

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April 2021

## About Sands

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Every day in the UK, 14 babies are stillborn or die shortly after birth.

Sands is the leading stillbirth and neonatal death charity and exists to reduce the number of babies dying and to support anyone affected by the death of a baby, before, during or shortly after birth.



Sands provides bereavement support services both nationally through its Freephone helpline, mobile app, online community and resources, as well as locally through a network of around 100 regional support groups based across the UK and run by trained befrienders.



Sands works in partnership with professionals, trusts and health boards and offers a range of training programmes and bereavement care resources to ensure that every bereaved parent and family receives the best possible care wherever they are in the UK.



Sands promotes improvements in practice and supports research to better understand the causes of baby deaths and save babies' lives.

Sands raises awareness of baby loss and works with governments, key influencers and other stakeholders to make reducing the number of babies dying a priority nationally and locally.

Over the past 43 years, Sands has grown into a national charity with a powerful vision shared by dedicated volunteers, fundraisers, members, donors, healthcare professionals, partners, staff and bereaved parents and families.

Sands has grown its income by over 40% since 2012 and, as part of our strategic plan, is focusing on how we can make the biggest difference to the lives of bereaved families and save babies' lives. To find out more, visit [www.sands.org.uk](http://www.sands.org.uk)

*our vision at Sands is for a world where fewer babies die and anyone affected by the death of a baby receives the best care and support for as long as they need, wherever they live in the UK.*

**Join us and help create a world where fewer babies die.**

## Sands Staff Benefits

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### **Annual leave**

Staff receive 28 days annual leave per annum pro rata, plus bank holidays. Staff will be required to take 3 days annual leave during the period between Christmas & New Year.

### **Employee Assistance Service**

As part of its commitment to employee wellbeing, Sands offers independent, free and confidential counselling and information telephone service. Support is available on a range of issues including legal, financial, emotional, health issues and work related concerns.

### **Cycle to Work Scheme**

Sands has teamed up with Cycle Solutions to provide a Cycle to Work Scheme, which you can join to make considerable savings on the cost of a new bike and equipment.

### **Pension Scheme**

Subject to eligibility, you will be automatically enrolled into the Aegon Personal Pension scheme as soon as your employment commences. You can decide whether to remain in the scheme and/or make additional voluntary contributions if you wish.

### **Sands is a vibrant, growing charity!**

Sands has grown its income by over 40% since 2012 and is focusing on long-term growth, sustainability and success!

With a clear strategy, Sands is repositioning as a learning, developing organisation which aims to achieve excellence through people and offers a collegiate, collaborative working environment – making it an especially exciting time to join the charity!

## About the role

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This role will work closely with the Director of Finance & Resources and Director of Income & Engagement, to develop an information strategy across the charity to ensure that the newly upgraded ThankQ CRM delivers the best possible information as the charity moves to incorporate a 'single supporter view'. Our ThankQ database currently hosts around 200,000 separate records. The postholder will ensure there is an integrated data strategy and supporting processes across fundraising, volunteering, bereavement support services and digital support, training and engagement.

You will have overall responsibility for the management of the data across our various systems that support interactions with supporters. This approach centres on the ThankQ database, but also draws in data from our event booking system (Eventbrite), our various website platforms (including Training microsite), fundraising platforms (including *Facebook*, *JustGiving*, *VirginMoneyGiving* and *Enthuse*) and our email marketing systems (Mailchimp and Impact Stack).

Previous experience of managing a database to support the marketing requirements of a business or charity is essential. You will have good project management skills and be adept at problem solving in order to develop the database and associated systems to meet the marketing and engagement needs of the organisation. You will be a good communicator and natural influencer who is comfortable operating at both a strategic and operational level.

You will work closely with the Database Co-ordinator and the 2 members of the Income Processing team to ensure data is recorded in a consistent and accurate manner. Additionally, the postholder will act as a Data Guardian across the organisation.

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## To apply:

Please submit your CV, together with a supporting statement that demonstrates how you meet the criteria in the person specification to [recruitment@sands.org.uk](mailto:recruitment@sands.org.uk). Please also complete the Diversity and Equality Monitoring Form and send this with your application.

**Closing date for applications : 2<sup>nd</sup> May 2021**

**Interview Date : w/c 17<sup>th</sup> May 2021**

As we have limited staff resources, we are unable to provide candidates with feedback about their applications. **Interviews will be held online via Zoom.**

## Job Description

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<b>Job Title:</b>	<b>Database Manager</b>
<b>Responsible to:</b>	Director of Finance & Resources
<b>Responsible for:</b>	Database Co-ordinator
<b>Location:</b>	Working from home
<b>Contract:</b>	Ideally full time (35 hours a week) but part time (minimum 21 hours a week) will also be considered
<b>Salary:</b>	£40,000 per annum plus £312 Home Worker Allowance per annum
<b>Hours:</b>	35 Hours per week: Monday to Friday

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## Principal tasks and responsibilities

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### Responsibilities include but are not limited to:

- To manage and develop the CRM database:
  - Be responsible for the maintenance, development and integrity of the CRM database, ensuring the data is accurate, current and consistent.
  - Help implement the upgraded CRM system and ensure that the system remains suitable for the organisations needs and is fit for purpose.
  - Oversee the integrity of the data by working with colleagues to ensure the data from the various systems, and associated business processes, are fit for purpose.
  - Support internal teams responsible for fundraising, marketing and other engagement campaigns and activities to model, segment, analyse and pull data.
  - To work closely with the Director of Income & Engagement and the Head of Digital & Engagement to support the analysis of data and help produce insight reports on which to base strategic decisions.
  - To be Sands' data and GDPR guardian, ensuring that the organisation as a whole adheres to all the required standards
  - Serve as the primary point of contact for the CRM database, identifying opportunities to improve marketing systems and data management.

- Oversee the creation and embedding of new and existing protocols and business processes across the organisation to ensure best practice is followed and that the supporter is the focus of what we do.
- Manage the import and export of data to and from external suppliers.
- Develop and deliver a comprehensive induction training programme and associated 'how to' documentation for all thankQ users ensuring this is updated and maintained.
- Develop, implement, communicate and regularly review dataset protocols and procedures and ensure staff are following them.
- Provide technical support for CRM users.
- Promote and embed Equality Diversity and Inclusion (EDI) in all work and ensure community engagement information is communicated in plain English and meets accessibility requirements.
- Ensure that the CRM database works alongside other information systems.
- Ensure compliance with data protection and that best business practice is followed with regards to use and maintenance of data stored.
- Ensure that data is held in GDPR compliant ensuring need for consent is balanced with legitimate business interests and data is retained for a reasonable level of time.
- Audit the database regularly to ensure data is clean, accurate and that staff are following procedures for data entry and management.
- Work closely with key suppliers.

*It is expected this will form 70% of the role*

- The creation, co-ordination and analysis of market and customer insight to support a greater customer focus:
  - Exploit the information in the database - and associated systems - as effectively as possible and share supporter insights with colleagues across the charity.
  - To produce reports for key internal stakeholders as required.

*It is expected this will form 10% of the role.*

- To ensure the smooth running of the customer database team and function:
  - Provide clear support to the Database Co-ordinator,
  - Manage the overall database budget effectively, ensuring targets are met.
  - Ensure key performance indicators are gathered, analysed and acted upon, alerting the Director of Finance & Resources to any issues as appropriate.

*It is expected that this will form 20% of the role.*

- To perform any other duties reasonably asked by the Director of Finance & Resources.

***This job description is not contractual and is liable to change over time***

# Person Specification

Essential Criteria	Assessment
A good communicator with strong interpersonal skills including a high standard of written and spoken English	Application & Interview
Previous staff management experience and ability to provide direction and motivation to a team	Application & Interview
Strong team-working and team management skills, able to work and to learn new tasks and approaches quickly and also able to work on their own initiative	Application & Interview
Significant experience of managing customer databases to supporting the marketing requirements of a charity or a not for profit organisation	Application & Interview
Experience of managing projects involving integration across systems	Application & Interview
Experience with database software/web applications	Application & Interview
Experience of re-engineering business processes	Application & Interview
Advanced excel skills	Application & Interview
Committed to delivering high quality customer service	Application & Interview
Empathy with Sands and its aims	Application & Interview
Ability to work flexibly with colleagues across different departments	Application & Interview
Ability to project manage effectively, achieving clearly defined outcomes and timelines	Application & Interview
Ability to initiate and manage change and to bring others with you	Application & Interview
Adept at problem solving	Application & Interview
Well-developed level of emotional intelligence	Application & Interview
Enjoys working in a changeable and growing environment	Application & Interview
Good communicator who is adept at both explaining issues in a straightforward way to internal users as well as conversing with suppliers over technical issues	Application & Interview
Degree or professional equivalent qualification (or equivalent vocational experience)	Application

