NEWCASTLE CITY COUNCIL

JOB DESCRIPTION

Directorate: Tyne and Wear Archives and Museums

Division: Central Services

Post Title: Fundraising Database and Research Officer

Evaluation: **443** **Grade: N05**

Responsible to: Chief Fundraising Officer

Responsible for: Not applicable

Job Purpose: To operate TWAM's customer relationship (CRM) database, including the capture, maintenance, co-ordination and reporting of information to support effective fundraising activities.

Main Duties: The following list is typical of the level of duties which the post holder will be expected to perform. It is not necessarily exhaustive and other duties of a similar type and level may be required from time to time.

1. To operate, manage and develop TWAM's customer relationship (CRM) database, including ensuring donor data is managed in a professional and sympathetic way.

2. To maintain clear, accurate and robust information in the CRM database of a variety of types and sources.

3. To support the documentation and review of relevant internal procedures and to maintain and publicise accurate process information, guidelines and instructions.

4. To safeguard the integrity of data, assigning access rights to all users and provide advice, guidance and training for staff as required.

5. To research, identify, extract and analyse internal and external data for fundraising purposes, including communications, monitoring, Gift Aid claims, prospect research and other activities.

6. To manage and develop fundraising resources, including TWAM's resource library and funding websites.

7. To work closely with the wider Development team, staff, charity trustees, Friends groups and volunteers in the successful delivery of TWAM's fundraising strategy, including support to research and identification of prospects.

8. To ensure databases are compliant with data protection including GDPR and fundraising regulations.

9. To promote and implement the Council's Equality Policy in all aspects of employment and service delivery.