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Database Manager

“In the past century Fauna & Flora has consistently saved species from extinction and protected habitats from destruction. Their solutions have always been practical, efficient and sustainable in local circumstances.”

Sir David Attenborough,
Fauna & Flora Vice-president

Fauna & Flora

At Fauna & Flora, our shared purpose is to protect the diversity of life on Earth, for the survival of the planet and its people. We work closely with local conservation partners around the world to save nature, together. We harness this collective expertise to inspire positive change globally.

Fundraising Team

The Fundraising team currently consists of around 30 individuals split into three sections – Supporter Marketing, Philanthropy and Institutional Fundraising. The Supporter Marketing team is currently responsible for the Database function, and therefore this role, and focusses on raising unrestricted income from the general public through small donations. We work closely with the Communications team on publications and online communications, working to ensure our brand reputation is protected. Our income targets are bold and ever-growing, making it a dynamic and ambitious environment.

The Opportunity

Fauna & Flora are in the process of implementing Salesforce with the Non-Profit Success Pack, which will revolutionise our fundraising operations. As we now enter the crucial period of embedding and optimisation, we seek a Salesforce expert and product champion to ensure Salesforce has a transformative impact across the organisation.

The Database Manager will manage the entire Salesforce environment, including Marketing Cloud which is pivotal to our marketing output. They will be the first point of contact for all staff requiring Salesforce support and training. They will field support requests, fix problems, document CRM processes and procedures and provide expert advice to staff on how to get the best from Salesforce.

They will oversee the final stages of go-live, ensuring Salesforce is built and tested to agreed specifications. Once Salesforce is operational, they will work with internal stakeholders and external partners to explore the reach of Salesforce beyond the fundraising directorate – to expand its capabilities across other key areas of the business and develop a roadmap for Salesforce's expansion.

You will be an experienced database manager, with a proven track record of implementing, configuring and maintaining CRM databases. You will be proficient using Salesforce, and have had experience in configuring Salesforce, deploying new apps and implementing a new CRM. Ideally, you will have experience of fundraising and will understand the importance of a charity's supporters, as well as understanding the concepts of donor journeys, lifecycles and donor development.

You will be able to analyse complicated datasets and provide detailed insights and reports from within Salesforce that will inform our fundraising strategy.

In return we offer the opportunity to for a ground-breaking and collaborative organisation at the forefront of global conservation with generous contribution, attractive annual leave allowance, life insurance and salary exchange schemes.

Our offices are located in The David Attenborough Building in central Cambridge, just a few minutes' walk from glorious historic buildings and museums, the picturesque River Cam, the central market and shopping centre, and a host of cafés and restaurants.

Terms and Conditions

Start Date:	As soon as possible
Duration of Contract:	Permanent
Probation Period:	Six months
Gross Salary:	£50,775 per annum
Location:	Fauna & Flora, Cambridge Current policy offers partial remote working within the UK
Benefits:	25 working days' annual holiday entitlement plus Public/Bank Holidays and any normal working days that fall between 24 December to 1 January inclusive, during which time Fauna & Flora UK offices are closed For employees on UK-based contracts, Fauna & Flora currently provides a pension contribution of 8% of salary after 3 months' continuous employment. Group Life insurance, currently set at a benefit of 4 x basic salary
Hours of Work:	This is a full-time position, working 37.5 hours per week, Monday to Friday inclusive.

Job Description

Job Title: Database Manager

Reporting to: Director of Supporter Marketing

Key Relationships: Fundraising Teams

Purpose:

The Database Manager will:

- be responsible for the management and ongoing development of Salesforce as our CRM system and all associated data
- be responsible for facilitating process improvements across the organisation, and ensuring that Salesforce becomes an organisational success and drives data informed decisions across all teams
- be accountable for driving forward the adoption of Salesforce across other key areas of the business, including scoping out Salesforce's capabilities and overseeing the design, build and development of Salesforce for those functions.

Key Responsibilities

System Administration & Maintenance:

- Implement a range of housekeeping activities designed to maintain the quality and integrity of Salesforce
- Proactively identify potential improvements related to data quality and system processes (such as automation of manual processes)
- Support and undertake activity that contributes to Fauna & Flora's regulatory responsibilities e.g., statutory audits, Gift Aid and GDPR compliance
- Manage the deployment of Salesforce updates and adoption of any new features.
- Manage Salesforce and other third-party licenses, including renewals and re-negotiations
- Contribute towards procurement decisions relating to licensing, third-party services and consultants

Fundraising and Marketing:

- Work with fundraising teams to develop reporting, analysis, and data selections in Salesforce to support improved retention, income generation and ROI
- Support the fundraising teams with data profiling, segmentation, and selections for fundraising activity to support increased income generation and supporter retention
- Work with fundraising teams and external agencies to support the development of long-term sustainable supporter journey planning through Salesforce and Marketing Cloud
- Support the development of fundraising data analysis by utilising Salesforce capabilities, and other business intelligence tools used by Fauna & Flora

User Support:

- Support users by efficiently resolving queries and issues related to Salesforce CRM and other associated systems, including payment gateways and Marketing Cloud
- Effectively communicate with users to ensure effective troubleshooting and resolution of issues
- Escalate technical issues to the relevant external support partners and proactively monitor their progress to resolution
- Create and maintain support documentation and user guides for new and existing processes
- Create and maintain a knowledge base so common queries can be resolved quickly
- Document new/existing processes as required
- Deliver regular and ad-hoc training sessions for system users and contribute to the production of training materials

Salesforce and Marketing Cloud Adoption:

- Undertake functional testing and support User Acceptance Testing to ensure solutions are ready for deployment
- Review existing processes to ensure that they are effective and identify, propose, and implement improvements where appropriate
- Collaborate with colleagues and third-party providers to transition projects and changes from development into support
- Support stakeholders to fully understand and adopt new system processes into their ways of working

Duties may be altered, reasonably added or delegated from time to time to reflect changes within the organisation's activities and structure.

Person Specification

	Essential	Desirable
Skills, knowledge & experience	<ul style="list-style-type: none"> • Excellent verbal and written communication skills • Excellent organisation, prioritisation and workload management • A creative and proactive approach to problem solving • Excellent internal stakeholder management skills • Proven ability to work to a high standard and with an excellent eye for detail • Demonstrable experience of working in the Charity Sector in a similar role • Experience of implementing and configuring CRM's • Proficient user of Salesforce, including experience configuring Salesforce and creating and using Salesforce Flows • Experience of developing data quality rules and enhancing the quality of data held in a CRM system • Experienced in championing and demonstrating the benefits of good data management practices • Demonstrable experience of managing complex data migrations • Experience in training and mentoring staff in the use of Salesforce or similar modern CRM systems • Experience in documenting processes and producing flow diagrams • Working with internal customers and external vendors to gather requirements and design technical solutions • Experience working across organisations with a variety of disciplines, teams and business processes • Understanding of data protection legislation 	<ul style="list-style-type: none"> • Salesforce Administrator qualification (ADM201) or working towards getting this • Understanding of fundraising principles • Advanced Excel skills • Working knowledge of SQL/SOQL or Oracle • Ability to elicit and document business requirements for prioritisation and delivery • Previous experience as a Salesforce Administrator • Track record of Salesforce deployment • Knowledge and experience of Salesforce Trailheads • Experience using a ticketing system, such as Jira Service Desk • Working knowledge of FinDock • Understanding of HMRC Gift Aid processes and compliance
Behavioural qualities	<ul style="list-style-type: none"> • Demonstrates Fauna & Flora's Values • Prioritises and sustains focus on work that will have the greatest impact on agreed aims 	<ul style="list-style-type: none"> • Contributes ideas, approaches and insights that enable innovation

	<ul style="list-style-type: none"> • A good strategic problem solver, and able to work calmly under pressure • Proactive and willing to take on a hands-on approach • Builds effective internal and external relationships 	
Other	<ul style="list-style-type: none"> • Commitment to and empathy with Fauna & Flora's vision and mission 	<ul style="list-style-type: none"> • An interest in conservation and environmental issues

Fauna & Flora Values

Values underpin who we are and how we act. Just as values shape who we are as individuals, they define us as an organisation, creating the culture of success for which Fauna & Flora is renowned. Our people exemplify our shared values, which are interconnected and interdependent:

- We act with integrity
- We are collaborative
- We are committed
- We are inclusive, supportive & respectful
- We get things done

How to Apply

Applications should consist of the following:

- Covering letter explaining why you are applying, relating your experience and skills to the role
- Full CV
- Contact details for two referees (who will not be approached without your permission)

Applications should be submitted electronically to tom.beesley@fauna-flora.org

Please mark your application '**Database Manager**' and indicate in your covering letter where you saw the position advertised. 9th as closing date – and with w/c 17th Feb as interview week.

The closing date for applications is **9 February 2025**. Interviews are likely to take place during the week commencing **17 February 2025**

No agencies please.

Regrettably, due to limited resources and the high number of applications we receive, we are only able to contact short-listed candidates. If you do not hear from us within four weeks of the closing date, please assume that you have not been successful on this occasion.

Applicants with Disabilities

Fauna & Flora encourages applications from individuals with a disability who are able to carry out the duties of the post. If you have special needs in relation to your application, please contact Jade Bedwell, People Adviser, by Email: jade.bedwell@fauna-flora.org

Fauna & Flora values diversity and is committed to equality of opportunity