

## Job Description

<b>Job Title:</b>	<b>Database and Supporter Care Manager</b>
<b>Department:</b>	<b>Fundraising &amp; Supporter Development</b>
<b>Responsible to:</b>	<b>Director of Fundraising &amp; Supporter Development</b>
<b>Primary Work Base:</b>	<b>Warwick with some hybrid working</b>

### Role Purpose:

To maximise the efficiency of fundraising CRM systems and data, including delivering a CRM system for the organisation that maximises opportunities for growth and is fit for purpose. Optimise voluntary income and deliver exceptional supporter engagement and stewardship. Oversee the day-to-day management of the CRM, ensuring data accuracy, integrity, and effective use to inform decision-making across fundraising, communications, and engagement activities.

Drive continuous improvement of CRM capabilities, managing GDPR compliance, and providing technical solutions that meet the evolving needs of fundraising and marketing teams, while remaining proactive in exploring emerging technologies such as AI to enhance data analysis, supporter engagement, and overall operational efficiency.

### Myton Core Values

Our Core Values underpin everything we do and all employees are expected to comply with our Values and reflect these in their day to day work.



### Main Duties & Responsibilities

1. **CRM Management:** Oversee the fundraising CRM to ensure accurate, compliant data capture and management, driving continuous system improvements to support fundraising and supporter engagement.
2. **Data Insight:** Analyse donor behaviour, campaign results, and trends to provide actionable insights that inform strategy, improve stewardship, and increase retention and income.

3. **Data Migration:** Lead the implementation of the CRM, data migration and transfer projects, ensuring accuracy, integrity, and smooth transitions during system changes or integrations.
4. **Data Quality and Accuracy:** Maintain robust processes to ensure supporter data is accurate, reliable, and up to date.
5. **Gift Aid:** Responsibility for all Gift Aid claims, including Retail Gift Aid, ensuring compliance and maximising income.
6. **Team Leadership:** Lead and develop the Donor & Supporter Care Team, delivering training to strengthen CRM knowledge, data quality, and supporter care.
7. **Supporter Experience:** Build strong supporter relationships, ensuring accurate processing and communications that foster loyalty and long-term giving.
8. **Data Governance:** Maintain full GDPR compliance and best practices in data security and management.
9. **Collaboration:** Work closely with fundraising, marketing, finance, and external partners to align data insights with campaigns, reporting, and supporter engagement.
10. **Innovation:** Keep up to date with new technologies, including AI and automation, to improve data analysis, reporting, and engagement processes.
11. **Continuous Improvement:** Identify and implement enhancements to CRM processes, reporting, and data use to meet evolving organisational needs.
12. **Reporting:** Produce monthly activity and insight reports to inform fundraising and marketing teams of emerging trends and supporter behaviour changes.
13. **Targets and Objectives:** Deliver agreed financial, data quality, and activity targets in line with organisational goals.
14. **Representation:** Attend supporter and volunteer events as required, representing Myton Hospices professionally, including occasional out-of-hours commitments.
15. **Other Duties:** Undertake additional tasks as required, commensurate with the role.

## GENERAL RESPONSIBILITIES & OBLIGATIONS OF ALL EMPLOYEES

### Policies and Procedures

The post holder is required to have a good understanding of and to comply with all relevant Myton policies, procedures and guidelines. Any contravention of Myton policies or procedures may result in disciplinary action.

### Volunteers

Myton recognises the valuable contribution that volunteers make and we expect all employees to be able to support and work effectively with our volunteers.

### Confidentiality and Data protection

It is a requirement of employment with Myton that all staff must comply with the obligation of confidentiality relating to personal information that could identify individuals. The Data Protection Act 1974/1998 safeguards the handling of information held in both electronic and manual filing systems and it is the duty of all staff employed by Myton to uphold the principles of the Act, adhere to Myton policies and to maintain strict confidentiality at all times.

### **Infection Control**

All employees of Myton must be aware of infection prevention and control policies and are expected to follow them at all times. Any breach of infection control policies which places patients, visitors or colleagues at risk may result in disciplinary action.

### **Equality & Diversity**

The post-holder must at all times carry out his/her responsibilities in line with Myton's Equality & Diversity Policy.

### **Health & Safety**

Employees must be aware of the responsibilities placed upon them under the Health and Safety at Work Act 1974, to ensure the agreed safety procedures are carried out to maintain a safe working environment for patients, visitors & colleagues. The post holder is required to conform with Myton's policies on Health & Safety and Fire Prevention, & to attend related training as required.

### **Safeguarding Vulnerable Adults and Children**

It's the duty of all staff working for Myton to safeguard children and vulnerable adults and undertake safeguarding training at an appropriate level.

### **Code of Conduct**

Employees are required to represent Myton in a positive light and embody the corporate identity in appearance, demeanour, values and ethics.

### **Review of Job Description**

*This job description is an outline of the key duties and responsibilities of the role and is not intended as an exhaustive list. The job description may change over time to reflect the changing needs of the service. The post holder may be required to undertake other duties that could reasonably be considered commensurate with the post. This job description is subject to periodic review and may be changed/updated following consultation with the postholder(s).*

### **Employee/Managers Signature**

I agree that this Job Description is a true reflection of the main duties and responsibilities of my role:

**Employee Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Managers Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*Last reviewed August 2025*