Person Specification

Job Title: **Database & Supporter Care Manager**

Department: Fundraising & Supporter Development

Location: Warwick and home-based (hybrid)

Responsible to: **Director of Fundraising & Supporter Development**

Attributes	Essential	Desirable
Educational / Professional Qualifications	**High level of computer literacy** in a wide range of programs including Microsoft Office & data analysis tools	Qualification in **Data Management** Relevant **Fundraising** qualification
Previous Experience	**CRM Expertise**: proven experience managing and implementing charity CRM systems **Data analysis & Insight:** Strong ability to analyse donor data, using reporting tools, data visualisation to identify trends, and provide actionable insights to inform fundraising stewardship. **Data Migration & integrity:** Demonstrated experience leading data migrations, transfers, testing, and ensuring data quality and integrity. **Leadership & team management:** Proven ability to lead, motivate, and develop a team to deliver high standards of data management and supporter care **Supporter care & relationship management:** Experience delivering high-quality supporter journeys, ensuring accurate processing, prompt communications, and strong relationships.	**Gift aid knowledge:** Understanding of Gift Aid regulations, including Retail Gift Aid, and experience of processing claims in line with HMRC guidelines. **CRM training & support:** Experience designing and implementing organisation-wide training frameworks for CRM and data literacy. **Innovation & technology awareness:** Experience piloting or implementing AI-driven solutions in fundraising or data analysis. **Charity / Fundraising Campaigns:** experience of data prep and proactive analysis to help drive income **Working with volunteers**

Skills and Attributes	**Collaboration & stakeholder engagement:** Ability to work collaboratively with fundraising, marketing, finance, and external suppliers to optimise data use and reporting. **Communication skills**: Excellent written and verbal communication skills with the ability to present complex data insights in an accessible way **Accuracy & organisational skills:** Highly organised and methodical approach with attention to detail and high degree of accuracy	**Problem solving & process improvement:** Experience leading organisational change projects or digital transformation initiatives.
Other	**Events support:** Willingness to attend supporter and volunteer events occasionally outside normal working hours The **right to work in the UK** (we cannot provide sponsorship) Ability to **travel to Coventry & Rugby** when required	