

## Customer Relations Management (CRM) & Database Administrator

<b>Department:</b>	Resources and Public Engagement
<b>Responsible to:</b>	Director, Resources and Public Engagement
<b>Supervise:</b>	N/A
<b>Classification:</b>	D
<b>Status:</b>	Permanent, Fulltime (37.5 hrs/wk)
<b>Working Conditions:</b>	Sedentary
<b>Location:</b>	Winnipeg; Hybrid*

January 2023

### **Position Summary:**

This position is responsible for managing the supporter database and digital asset management systems for the organization. The CRM and administrator will ensure that systems are configured for optimum use to meet team objectives, maintain data quality, and produce data to support results reporting and monitoring of progress against strategic goals.

This position is based in Winnipeg, Manitoba but is eligible for a hybrid work environment

\*Foodgrains Bank defines hybrid work as 60% in office and up to 40% working remotely.

### **Primary Working Relationships:**

This position is supervised by the supporter relations manager, and provides data-related support to the department director, communications manager and the public engagement manager. The CRM and database administrator has significant interaction with finance staff and administration staff across the organization.

### **Roles and Responsibilities:**

(Key: A = act; A&I = act & inform; AAC = act after consultation)

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| 1. CRM administration – Take primary responsibility for maintenance, and management of the organization’s supporter database (CRM) and digital asset management (DAM) systems:   | A |
| 1.1. Configure the CRM for optimal use for supporter relations, public engagement, event management, reporting and communications, including setting up workflow automations, campaign structures, and custom reports. |   |
| 1.2. Configure the DAM system for efficient access and search function by staff, members and partners to support the goal of high-quality visual representation of the diversity of the Foodgrains Bank network.       |   |

## 2. Information management and reporting

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- 2.1. Maintaining accurate and up-to-date supporter data, records of department activities, and results within the CRM system.
- 2.2. Maintain well organized and searchable library of images and video of Canadian Foodgrains Bank work and activities internationally and domestically to support the communication needs of the network.
- 2.3. Coordinate with and support the finance department on data entry and gift processing requirements for fundraising appeals and other supporter outreach.
- 2.4. Provide reliable program and supporter data for monitoring and evaluation of resource and public engagement programs and reporting to the board, Global Affairs Canada, managers, members, and other stakeholders. This will include building advanced queries, creating custom reports and spreadsheets for data monitoring, recurring reporting, and data analysis.
- 2.5. Support ongoing communications and events by building queries, creating campaign codes consistent within a marketing framework, and ensuring consistency of tracking data.

## 3. Process management and documentation

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- 3.1. Create and maintain documentation of procedures and processes for data entry and maintenance of data systems.
- 3.2. Develop and provide training for staff on Foodgrains Bank data requirements and processes, and skills in the applicable databases, for maintaining healthy, accurate, and current information in the CRM and DAM systems.
- 3.3. Manage staff access permissions within the databases to allow for efficient staff workflows and maintaining data quality.

## 4. Other duties as assigned or requested including but not limited to:

- 4.1. Participate in team meetings, events and activities, making a positive contribution to the team, department and organization.
- 4.2. Be available to support donation and gift processing during peak fundraising periods.
- 4.3. Other duties as may be assigned from time to time.

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### **Qualifications:**

#### *Education:*

- Post-secondary education or relevant certification in database administration or other related field.

#### *Experience:*

- Minimum of five years of work/education experience that includes
  - Donor database or CRM management/administration (such as Virtuous Software, Raiser's Edge, Donor Perfect, Salesforce, etc.)
  - Data analysis and reporting
  - Cloud-based computing and workflow coordination

- Familiarity with Microsoft Office Suite including Word, Excel, PowerPoint, Outlook and Teams.
- Advanced use of spreadsheets such as excel or google sheets for data monitoring and analysis
- Creating documentation and/or training manuals for maintenance of organizational data quality.

*Special Skills*

- Advanced data administration and analysis abilities
- Problem solving skills and ability to think algorithmically
- Demonstrated organizational and project management abilities
- Strong interpersonal communication skills
- Ability to provide written and oral instruction, training and support
- Ability to work independently
- Strong attention to detail
- Must be able to affirm and support the underlying mission and Christian dimension of the Foodgrains Bank.

*Assets:*

- Prior experience working in a non-profit organization