
FUNDRAISING DATABASE AND PROSPECT RESEARCH MANAGER

NOVEMBER 2023



POSITION SUMMARY

Location:	Parkville		
Functional area:	Fundraising		
Classification/ Salary:	\$120,000 - \$125,000 pro rata commensurate with skills and experience + 11% super + access to \$15,900 NFP salary packaging		
Job level:	Level 3		
Reports to:	Director of Fundraising		
Employment type:	Full to part time (0.8-1.0FTE)		
Employment length:	Ongoing subject to funding		
Direct reports	-	Indirect reports	-

POSITION PURPOSE STATEMENT

The Fundraising Database and Prospect Research Coordinator, interprets and designs data solutions and develops plans for the release of new data sets and reports for the Orygen Fundraising team and other key users of the Raisers Edge CRM. Acting as a key contact for stakeholders, the Fundraising Database and Prospect Research Manager understands the requirements for data usage and possible limitations in technical/application expertise to deliver solutions that support business processes and ensures data integrity. The role holds responsibility for uplifting data literacy across Orygen to drive the Fundraising Team towards increased supporter, and donor engagement to help on fundraising targets.

The role also undertakes prospect research utilising wealth screening databases and other publicly available information to identify new prospects and categorise existing prospects based on the LAI (Linkage, Ability, Interest) framework.

The Fundraising Database and Prospect Research Manager works closely with colleagues and relevant areas at Orygen to ensure that fundraising activities are completed in a coordinated, effective, and efficient way and of the highest standard.

The Fundraising Database and Prospect Research Manager is responsible for developing and providing prospect biographies to the Director, the Executive and Executive Director to assist in prospect identification and qualification.

REVOLUTION IN MIND

About Fundraising

The fundraising team at Orygen connect philanthropists and donors to the critical work of our researchers and clinical teams who transform the lives of young people and their families impacted by mental ill-health

POSITION FOCUS

	Key responsibility area	Percentage
1	Database Management	40%
2	Prospect Research	30%
3	Stakeholder engagement	20%
4	Reporting	10%

POSITION KEY RESPONSIBILITY AREAS

1. Database management

- Responsible for the development and implementation of working practice across systems and provide support, advice and training for users across Orygen of these databases, specifically the enterprise-wide CRM to assist in creating streamlined and efficient data management.
- Monitor issues around data and identify suitable recommendations regarding data governance, privacy and structure.
- Manage the program of works including data input, data segmentation for reporting and fundraising specific promotion including EDMs to ensure revenue generation and growth in accordance with strategy.
- Provide day-to-day database administration, focusing on the support of fundraising activities.
- Provide support and advice to other areas of Orygen utilizing Raisers Edge for CRM purposes.
- Create, implement, and manage a successful data management program, including 'invalid email cleanup'.
- Anticipates data management issues and maintains systems daily, ensuring any technical issues are trouble shot as they arise.
- Responsible for bulk data entry and data updates related to fundraising ensuring these are imported into the CRM in a timely manner.
- Guidelines around data entry are created and implemented to ensure consistency of data across Orygen.
- Data entry of philanthropic transactions, including fundraising appeals.
- Uploading proposal and gift agreements.
- Developing and implementing gift fulfillment processes and procedures.

2. Prospect Research

- Undertake prospect research providing a consistent flow of new prospects for fundraisers portfolios.
- Utilise wealth screening databases to identify new prospects and rate existing prospects applying the Linkage Ability Interest methodology.
- Maintain fundraiser portfolios and together with the Director add and remove prospects from portfolios as required.
- Develop prospect and VIP biography templates to enable the provision of briefing packs for the Director, fundraisers, other Orygen leaders engaged in major gift fundraising.
- Maintain library of biographies utilizing where possible the Raisers Edge fundraising database.

3. Reporting

- Develop and review reports to support the management of individual and program performance metrics.
- Provide data and reporting advice to others across Orygen.
- Responsible for the provision of weekly and monthly data reports, including scorecard, fundraiser activity and principle gift reports, shared to the Director.

- Responsible for the provision of Fundraising Appeal datasets and reports as they occur.
 - Provide ad-hoc data requests, including queries and exports of data as appropriate.
- 4. Stakeholder engagement**
- Deliver excellent customer service support to all internal and external stakeholders.
 - Anticipate customer needs/requests, identifying opportunities and offer suitable solutions.

EDUCATION / QUALIFICATIONS

Essential	<ul style="list-style-type: none"> • An undergraduate degree in any area relevant to the position.
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EXPERIENCE / SKILLS

Experience / skills	<ul style="list-style-type: none"> • Demonstrated experience working with and influencing senior management. • Demonstrated ability in systems development and implementation in a similar role. • Demonstrated ability to develop and implement innovative policies and practices in pursuit of continuous improvement. • Demonstrated experience developing innovative solutions and contributing to strategic planning. • Demonstrated ability to manage multiple stakeholders to achieve stated outcomes. • Demonstrated ability in data analytics and data segmenting to meet specific requirements. • Demonstrated ability in the use of Power BI, Business Objects and other data reporting tools. • Advanced skills in Microsoft Excel. • Knowledge of financial structures and procedures as they apply to philanthropy and fundraising. • Previous experience managing a Raisers Edge database would be desirable.
Personal attributes	<ul style="list-style-type: none"> • Strong interpersonal skills including ability to negotiate, motivate, influence and build relationships. • Demonstrated high level of self-motivation and personal management skills. • Excellent interpersonal skills, especially the capacity to work collaboratively and cooperatively in small teams.

KEY RELATIONSHIPS

Internal	<ul style="list-style-type: none"> • Wider Orygen teams utilising the enterprise-wide CRM Raisers Edge. • Orygen Youth Mental Health Foundation Board • Orygen Executive Leadership Team • Subject Matter Experts within the organisation from Research, Digital, Knowledge Translation, Policy and Clinical • Communications and Marketing • Government Relations • Business Technology and Solutions • Finance
External	<ul style="list-style-type: none"> • Blackboard - CRM (Raisers edge) supplier.

SPECIAL REQUIREMENTS

- Unrestricted right to live and work in Australia.
- A current National Police Check will be required.

- Any offer of employment is conditional upon receipt and maintenance of a satisfactory Working with Children Check.
- Successful applicants will be required to provide proof of COVID-19 vaccination prior to commencement.
- You may be required to work across more than one of Orygen’s sites, which are currently located within the north and west of Melbourne.
- A current Victorian driver’s licence.
- In line with government guidelines, this position may need to be based at home during certain periods. As such a reliable internet connection will be required.
- Occasional out of hours, evening and/or weekend work may be required.

SAFETY, HEALTH, AND WELLBEING RESPONSIBILITIES

Employees are required to comply with all workplace health, safety and wellbeing policies and procedures of Orygen.

In addition, employees are expected to:

- Promote and demonstrate Orygen’s high standards in relation to health, safety and wellbeing, championing a culture of safety in the workplace.
- Take responsibility for their own safety, health and wellbeing and for their colleagues and others they work alongside, as far as they are able.
- Follow policies, training and guidelines related to Workplace health, safety and wellbeing, including reporting of unsafe work practices, incidents, hazards and near miss events.
- Be committed to promoting and protecting the safety and well-being of all children and young people and embedding safeguarding practices into all our programs and services.

ACKNOWLEDGEMENT

Confirming this position description has been read and understood by:

Name	[insert name]
Signature	[insert signature]
Date	[insert date]