

Database, Operations and Insights Manager



Role Description

GRADE

Grade 5

LOCATION

Sighthill Campus,
Edinburgh (Hybrid
Working with 2 days/wk
on-campus)

LINE MANAGER

Head of Development
and External Relations

Role Summary

As Database, Operations and Insights Manager, you will lead the team at the heart of a busy department, to deliver an effective operating and reporting structure for data management that advances the strategic delivery of Edinburgh Napier University’s fundraising development and alumni relations.

Through your leadership of operations, your team will support activities to engage and steward a wide and varied audience. This includes students and alumni, corporates, trusts, organisations and members of the public who fund or support in other ways.

The database grows year on year with each graduation and has 190,000 alumni, key stakeholders and funders. You tailor the data management systems and manage a small team to deliver effective capturing, processing, management, analysis and reporting on all data.

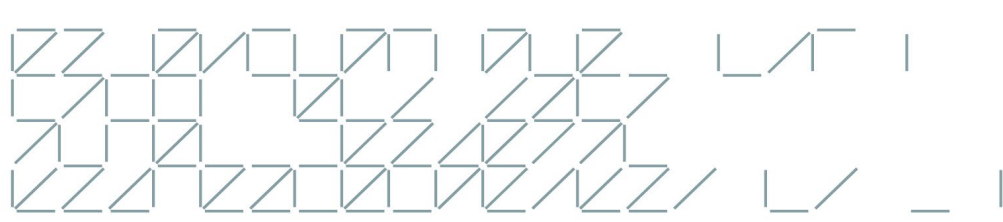
Line Management Responsibility for:

This role has line management responsibilities for:

- Database Operations and Insight Officer (Grade 4)
- Finance Administrator who delivers the day to day financial and monthly reporting for Marketing and External Relations and Edinburgh Napier University Development Trust (Grade 3)

Main Duties and Responsibilities

- Design and lead the implementation of the operations strategy for the Development and Alumni Department. Define and manage the way our systems are developed (indexed, updated, cleansed and archived). Produce funding and insight reports to evidence department impact. Review data segments to inform proposals for supporting key activity such as funding campaigns, alumni engagement and stakeholder management.
- Develop and implement Raisers Edge database and financial systems to steward donors, manage income and award disbursements. Development processes for data capture, management, queries, analysis and reporting using the CRM Raisers Edge which contains around 190,000 records. Ensure staff training to use Raiser's Edge NXT.
- Manage scheduling communications sent through the Development and Alumni department. Support the Individual Giving Executive (Grade 4) to prepare, send and administer appeals
- Ensure the efficient flow of information collected from the website to the database and vice versa.
- Engage with student records and other data sources, ensuring that download programmes are run timely and efficiently. In particular, graduation imports from student records.
- Ensure all data processes and policies are kept up to date.
- Provide leadership and direction to staff members within your team, allocating tasks and monitoring progress; supervising, motivating and training.
- Contribute reporting to statistical and performance indicator reports such as Ross-CASE, the industry standard.
- Working closely with the University's Head of Finance you will line manage the Development Office's Finance Administrator who oversees financial processes for Edinburgh Napier University Development Trust which is audited annually. This includes:
 - Ensure that all Development Trust income and expenditure is accurately recorded on Raiser's Edge and reconciled with University Finance System reporting.
 - Ensure that Gift Aid is claimed.
- Take responsibility, in consultation with the Head of Development & Alumni Relations, for developing the operations budget.
- Work with the University's Information Governance Manager to keep abreast of regulatory landscape impacting database management and gift processing. Implement and update policies with relevant new procedures relating to OSCR, HMRC, HESA and the ICO regulations.
- Attendance at events outwith normal hours, including weekends, may be required occasionally. Toil is provided on these occasions. Any other duties as outlined by Line Manager
- Role model the University's values & behaviours.
- Be responsible for ensuring that the information and records processed (received, created, used, stored, destroyed) on behalf of the University are managed in compliance with all applicable legislation, codes and policies e.g. [Data Protection](#), [Information Security](#) and [Records Management](#).



PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Education / Qualifications		
<ul style="list-style-type: none"> A degree or equivalent professional experience demonstrating success in delivering a similar role to this post. 	✓	
<ul style="list-style-type: none"> Business, IT or Administrator related qualifications 		✓
Skills / Experience		
<ul style="list-style-type: none"> Extensive experience using and developing relational databases 	✓	
<ul style="list-style-type: none"> Advanced knowledge of Microsoft Office products – specifically Word, Excel, Access and Outlook 	✓	
<ul style="list-style-type: none"> Experience of quality control to ensure integrity of database and adhering to GDPR 	✓	
<ul style="list-style-type: none"> Ability to manage time and resources effectively 	✓	
<ul style="list-style-type: none"> Leadership and management skills for building and motivating team 	✓	
<ul style="list-style-type: none"> A good overall understanding of a successful alumni relations programme 		✓
<ul style="list-style-type: none"> Experience managing data securely 	✓	
<ul style="list-style-type: none"> Extensive knowledge of Raiser’s Edge CRM 		✓
<ul style="list-style-type: none"> Experience of supporting direct mail and customer relationship marketing 		✓
<ul style="list-style-type: none"> Experience of records administration for a charitable trust 		✓