



The Archie Foundation Relationships & Database Manager

- Full time (Part time considered)
- Between £30,000 - £40,000 per annum
- Based at Royal Aberdeen Children's Hospital, Aberdeen AB25 2ZG

About Us

The Archie Foundation was established in 2000 to support the building of Royal Aberdeen Children's Hospital. Since then, the charity's reach has extended to include the Highlands and Tayside.

The Archie Foundation exists to improve experiences and outcomes for children and their families with healthcare and/or bereavement support needs. Everything we do is thanks to voluntary donations and fundraising from individuals and companies.

Fundraising and excellent supporter stewardship is therefore critical to the organisation.

About This Role

The Relationships & Database Manager will be responsible for overseeing the prospect research, donor stewardship, and database management functions within our fundraising team.

The role requires an excellent understanding of CRM systems, data integrity, and GDPR compliance. This individual will be responsible for maintaining and optimizing our CRM database, alongside planning and managing our engagement and stewardship programme.

The successful candidate will also possess strong training skills to support staff development and ensure excellent use of the database and donor management processes across the Archie team.

To apply for this role, please visit [Vacancies at The Archie Foundation](#)
Alternatively, please provide your CV with covering letter to kelly.anderson@archie.org

Part-Time applicants may be considered. Applicants must make it clear on their application letter if they wish to be considered for part-time only.

Application Deadline: Sunday 18 May 2025

Interview Date: Monday 26 May / Tuesday 27 May 2025

The Archie Foundation is a Charity Registered in Scotland SC039521 www.archie.org

Job Description: Relationships & Database Manager

PRIMARY RESPONSIBILITIES:

Database Management:

- Oversee the day-to-day management and integrity of the CRM database (approximately 25,000 constituents), ensuring it is up-to-date, well-organized, and fully optimized for fundraising purposes.
- Manage data segmentation, ensuring accurate and effective targeting for campaigns, events, and communications.
- Ensure the database is fully compliant with GDPR regulations and best practices in data protection.
- Troubleshoot and resolve data-related issues, collaborating with other departments to ensure smooth operations.

Prospect Research:

- Conduct thorough prospect research to identify potential donors, foundations, and corporate partners.
- Provide data-driven insights on prospect giving capacity, interests, and alignment with organizational priorities.
- Maintain accurate and up-to-date information on donor prospects, ensuring all relevant data is captured in the CRM database.

Donor Stewardship:

- Lead efforts to enhance donor stewardship, ensuring donors feel valued, appreciated, and well-engaged throughout their giving journey.
- Develop and implement donor stewardship plans, including regular communication, recognition strategies, and personalized outreach.
- Track and manage donor pipelines to ensure timely follow-ups and engagement opportunities are maximized.
- Work closely with the fundraising team to identify key prospects and ensure targeted outreach and cultivation strategies.

Training and Support:

- Provide training and ongoing support to other Archie staff on CRM best practices, data entry protocols, and donor stewardship strategies.
- Develop training materials and ensure that team members understand how to use the database effectively to support their work.
- Regularly review data entry procedures to ensure consistency and quality across the team.
- Coordinate GDPR training for all staff to ensure full compliance across the team.
- Reporting and Analysis:
 - Generate regular reports and insights on donor engagement, pipeline status, and CRM usage to inform strategic decision-making.
 - Analyse donor trends, including retention, acquisition, and giving opportunities, and use this data to enhance overall fundraising strategies.

General Administration:

- Manage donor data privacy and security protocols, ensuring compliance with GDPR and other relevant data protection legislation.
- Provide general administrative support for the fundraising team as needed, particularly in relation to data entry and CRM functions.

PERSON SPECIFICATION**Knowledge and Experience - Essential**

- Strong experience using CRM systems for relationship management, segmentation, reporting, and data analysis. (preferably Raisers Edge / NXT)
- In-depth understanding of GDPR and data protection laws, in particular as they relate to donor information and fundraising practices.
- Proven experience in relationship management, with a focus on identifying new prospects, building lasting relationships and maximizing customer retention.
- Experience of training and supporting peers / colleagues in use of software.
- Data analysis – prior experience and evidence of effective gathering, sorting and analysing of data to generate actionable insights
- Strong organizational skills; able to manage multiple priorities in a fast-paced environment.
- Excellent written and verbal communication skills with a keen eye for detail.
- Problem solving – able to identify challenges and provide practical, effective solutions to improve database processes and donor engagement
- Strong computer skills - highly proficient in the use of day-to-day Microsoft Office software (Excel, PowerPoint, Word, SharePoint, Teams, Outlook)

Knowledge and Experience - Desirable

- OSCR understanding / Familiarity with fundraising best practices.
- Experience of working within the voluntary and/or health sectors.
- Experience working in the charity sector or non-profit fundraising.
- Experience of donor pipeline management.
- Experience of management or supervision of staff and/or volunteers
- Experienced in training others in CRM best practices, data management, and donor engagement.
- Evidence of using insight to inform strategic decision making.
- Experience of graphic design (Canva, Adobe Photoshop, Illustrator) and web development tools and software.
- Valid, current driving licence

Personal Characteristics

- Proactive completer-finisher
- Loves to contribute and work collaboratively in a team-oriented environment
- High levels of emotional intelligence
- An optimistic outlook
- A curious, problem-solving approach
- Loves distilling complex data and detail down to clear, concise and actionable insights