

Position Description

Donor Database Coordinator

Foodbank Victoria



POSITION:	Donor Database Coordinator	LOCATION:	Yarraville
		DIRECT REPORTS:	Volunteers as required.
REPORTS TO:	Individual Giving Manager	APPROVED BY:	Chief Executive Officer - David McNamara
DATE PREPARED:	February 2023	CEO SIGNATURE:	

PURPOSE:

Whether it's everyday emergencies or in times of crisis, Foodbank Victoria has been providing vital food relief to vulnerable Victorians for more than 90 years. Through our network of 533 charity partners across the State, we're able to provide 1.2 million meals a month to Victorians in need. And while supporting our charity partners is at the core of what we do, as the State's dedicated emergency food relief organisation, we're also here to assist Victorians through times of crisis.

Our vision is healthy food for all. We believe that all Victorians should have regular access to healthy food. That's why we work with partners right across the food and grocery sector, from farmers and growers right through to retailers, to source and rescue essential food and grocery items to redistribute to Victorians in need.

As we continue to grow, our Strategy FY23-27 is to take a more data influenced and place-based approach to increasing the volume of food that reaches vulnerable members of the Victorian community. In keeping with the ever changing demographic and geographic make-up of the state's population, we will develop bespoke Community Food Plans to best determine how to reduce food insecurity in each the state's 79 Local Government Areas. We will continue to support established community partners and develop programs and structures where there are none.

THE POSITION:

The Digital Database Specialist will support FBV's income-generating departments by managing the segmentation, reporting, and maintenance of donor data working closely with the Fundraising, Partnership and Marketing teams to create, execute, and analyse specific fundraising campaigns.

KEY RESPONSIBILITIES:

Database Management

- Ensure donor communication preferences are updated and adhered to, both in Salesforce and Pardot.
- Improve donor data processes, including importing and exporting of data, ensuring privacy and best practice are adhered to, and ensuring donor data is accurately maintained.
- Extract and prepare data for campaigns with strong attention to data accuracy
- Improve and maintain timely receipting processes.
- Identify and deliver training for fundraising members on data process improvements.
- Manage donor database to ensure data (both existing and imported) is accurate and meets agreed standards and conventions.
- Maintain relationships with external suppliers.

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KEY RESPONSIBILITIES (CONTINUED)

Reporting & Analysis

- Create robust reporting for fundraising teams according to fundraising KPIs and fundraising needs, in Salesforce and Pardot.
- Provide recommendations on campaign improvement through reporting.
- Using historical data, provide data selection recommendations for appeals.
- Build and maintain dashboards in Salesforce to enable data to be used and valued in decision-making within teams.
- Build and export reports for external swaps and to assist all fundraising teams with analysis of ongoing work.
- Provide data analysis to assist with program evaluation and future program development.

Self-Management

- Positive participation in regular team meetings.
- Inform team members and other departments of relevant information as appropriate.
- Willingness to undertake training and development opportunities as appropriate.
- Effective time management and organisational skills demonstrated through ability to meet deadlines.
- Demonstrate the Foodbank Victoria values of empowerment, accountability, respect and integrity in all work activities.

Authorisation Level

- Prior approval from your manager is required for any single purchase or financial commitment of \$50 or more and/or any monthly purchase or financial commitment. In the absence of your Manager, approval of the CEO or two department managers is required.
- All employment decisions must be approved by the CEO.

Physical Requirements

- Ability to perform standard office-based tasks including computer use.
- Ability to lift items approximately 10kg weight.

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ORGANISATIONAL ACCOUNTABILITIES

The organisational accountabilities are the **expected standards of performance** for all roles and levels at Foodbank Victoria.

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| Workplace Health & Safety | <ul style="list-style-type: none"> Actively participate and promote a health and safety culture that believes all incidents are avoidable and strives to create an environment free from injury or illness and operate in accordance with Foodbank Victoria's safety policies and procedures. |
| Culture | <ul style="list-style-type: none"> Drive a positive and proactive customer service culture and demonstrate an active commitment to the culture, vision, and values of Foodbank Victoria. Comply with Foodbank Victoria's Code of Conduct, policies, and procedures, at all times. |
| Information & Communications Technology | <ul style="list-style-type: none"> Protect and manage Foodbank Victoria's information assets in accordance with policy and process requirements. Use Foodbank Victoria's technology appropriately and with respect. |
| Customer Service | <ul style="list-style-type: none"> Demonstrate a comprehensive understanding of the customers of Foodbank Victoria, creating a culture of customer service excellence. |
| Financial Accountability & Governance | <ul style="list-style-type: none"> Models compliance with Foodbank Victoria's Authority and Financial Delegations policy. |
| Corporate Record keeping | <ul style="list-style-type: none"> Ensure that full and accurate records are made for all business transactions conducted on behalf of Foodbank Victoria and that all records are appropriately retained in accordance with Foodbank Victoria's recordkeeping requirements. |

KEY PERFORMANCE INDICATORS:

Achievement of Key Results

- Database Management
- Reporting & Analysis
- Pardot

Measures

- Donor records are accurate, detailed, up to date, and fit for purpose, enabling data to be shared and accessible.
- Data quality mechanism is established and communicated to ICT, users, and data owners.
- Data Management framework established.
- Process documents for Salesforce fundraising tasks developed and implemented.
- Segments are accurately maintained in Salesforce.

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KEY PERFORMANCE INDICATORS (CONTINUED)

- Reports and Dashboards are developed and available to users.
- Trends and findings are documented and communicated to relevant managers and team members.
- Donor and Supporter Privacy is maintained as per FBV policies.
- Data integration process is efficient/effective.

FBV Values and Policies

- Ensure a safe and healthy working environment.
- Treat fellow staff, clients, suppliers, all others and the environment with dignity, courtesy and respect.
- Uphold the principles of equal opportunity and maintain an inclusive workplace free of discrimination, harassment & bullying.
- Accept responsibility and accountability for our actions, work performance and the use of property.
- Act in ways that maintain our integrity, reputation and the confidentiality of information of all stakeholders.
- Act in the spirit, as well as the letter, of the law and Foodbank Victoria's policies.
- Report and act upon any known violations of Foodbank Victoria policies.

Measures

- 100% compliance with Foodbank Victoria's policies and procedures.
- Take part in 1 internal workplace audit every 12 months.
- No reported breaches in confidentiality.
- All known violations of these FBV guidelines reported to line manager.

Team Performance

- Provide a flexible and stimulating workplace that encourages honest and effective communication.
- Nurture a culture of mutual trust, support and encouragement where everyone's contribution is recognised equally.
- Commit to the achievement of Foodbank Victoria's goals and objectives in a manner that promotes enjoyment and satisfaction in our work.
- Celebrate excellence.
- Act and communicate ethically with all stakeholders.
- Adhere to ethical purchasing procedures.
- Avoid all conflicts of interest.

Measures

- >90% Team meetings attended.
- Training programs are achieved.
- Review discussions completed.

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KEY SELECTION CRITERIA

Qualifications

- Relevant tertiary qualification and/or significant work experience.
- Hold and maintain a current driver's license and be prepared to drive.
- Professional development training undertaken.

Experience

- Experienced in working with donor database CRM.
- Highly proficient in the use of Salesforce, Pardot, and third-party fundraising platforms.
- Excellent track record of relationship engagement and management with both internal and external stakeholders.
- Strong attention to detail.
- Strong written and verbal communication skills.
- Well-developed high-level organisational skills.
- Demonstrated ability to prioritise multiple tasks, independently plan workflow and meet deadlines.
- Ability to work independently and positively within a team environment.
- Excellent customer service skills.
- Experienced in the use of Salesforce and Microsoft Office programs.

Competencies

- Seeks feedback and responds appropriately.
- Copes with change, effectively.
- Is adaptable and flexible.
- Takes initiative.
- Works diligently to meet and exceed accountabilities.
- Makes others feel valued.
- Is reliable, consistent and fulfils commitments.
- Maintains confidentiality.
- Works collaboratively.
- Plans and organises work efficiently and effectively.
- Understands our markets, supply chain and operations.
- Identifies opportunities to grow or improve the organisation.
- Resourceful.
- Innovative.
- Willingness to undertake a criminal record check.
- Ability and willingness to work outside normal office hours to support events/programs on occasion.

I agree to abide by Foodbank Victoria's values, policies, and procedures and that this position description clearly outlines the overall responsibilities, physical requirements and duties that are to be carried out as part of this role of which I agree to perform at the best of my abilities. I also understand that the position requirements represent the minimum requirements to perform the duties at the current level.

NAME:	
SIGNATURE:	
DATE:	