Salesforce Database Manager - Job Description

We are a multi-award winning, creative and innovative organisation and the Salesforce Database Manager is an important role within War Child UK, maintaining and utilising our database system, Salesforce. We’re looking for an experienced Salesforce manager who is adept at project management and understands how to work with stakeholders, identify their needs and is able to maximise the features of Salesforce in order to meet them. As someone who sits in the data team and wider Supporter Engagement function, the postholder will also support the creation and management of individual giving journeys, data selections and segmentations. Working across a range of teams at War Child, the Salesforce Database Manager should be a confident advocate for Salesforce and the importance of CRM to help War Child achieve their goals and provide better service to our donors, supporters and participants.

If you share our values and believe that children’s lives should not be torn apart by war, we want to hear from you.

<table>
<thead>
<tr>
<th>Team and Department:</th>
<th>Fundraising and Communications</th>
<th>Contract Type:</th>
<th>Permanent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place of Work:</td>
<td>Our office is in Kentish Town (NWS). This role is open to occasional homeworking</td>
<td>Working Hours:</td>
<td>Full-time is 37.5 hours. This role is open to flexible working including compressed hours and flexi-time</td>
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<tr>
<td>Reports to:</td>
<td>Senior Data Manager</td>
<td>Salary:</td>
<td>circa £33,000 per annum</td>
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About us

War Child, the specialist charity for children affected by conflict. For more than two decades we’ve delivering high-impact programmes that are rebuilding lives across Afghanistan, Iraq, the Democratic Republic of Congo (DRC), Central African Republic and Yemen. We understand children’s needs, respect their rights, and put them at the centre of the solution - from reintegrating children formerly associated with armed groups and armed forces (CAAFAG) in the Central African Republic to reuniting children with their families in Afghanistan. We look forward to a world in which the lives of children are no longer torn apart by war. This is a vision that can only be realised through the collective actions of children themselves, communities and their leaders, organisations like War Child, governments and key decision makers.

Our values

**Bold**
We use our passion and creativity to deliver high quality evidence-based work designed to maximise our beneficial impact for children in conflict.

**Accountable to children**
Children can rely on us to respond to their voices and to treat them with respect and dignity.

**Transparent**
We expect to be held to account by our supporters and beneficiaries and we respond with openness and honesty.

**Committed to each other**
We support each other and our partners to achieve ambitious goals and to be the best we can be. We are honest and open with each other, sharing our successes and confronting our challenges.
Our benefits

- **Flexible working** - we recognise the considerable benefits that flexible working can bring and are happy to discuss any possible flexible working options with our employees from hiring. For most roles, the following types of flexibility are usually possible: flexible hours, an element of working from home, compressed hours.
- **Annual leave** – 28 days per year (full-time) rising to 33 days with service, plus UK bank holidays
- **Pension** - all eligible employees automatically enrolled into a Group Personal Pension Plan with a 5% employer contribution, with minimum employee contribution on a salary sacrifice basis
- **Family leave** – we offer enhanced maternity, paternity & shared parental leave, and family friendly policies
- **Health & wellbeing** - employees may take advantage of a healthcare cash plan and a range of wellbeing initiatives and training. In addition, all employees have access to free, confidential one-to-one wellbeing consultations with trained counsellors.
- **Learning & development** - dedicated to the investment in learning and continuing professional development for all our employees
- Range of flexible benefits such a Cycle to Work scheme and season ticket loans

How to apply

- Please download the application pack from [https://www.warchild.org.uk/who-we-are/jobs](https://www.warchild.org.uk/who-we-are/jobs)
- All applications must be sent to recruitment@warchild.org.uk by 11:59pm on 01/12/2021
- Due to limited resources, we will contact only the shortlisted candidates
- Interviews will be held on the week commencing 06/12

Child safeguarding and Adults at Risk

Our work with children and at-risk adults to keep them safe is the most important thing we do. We are committed to the safeguarding of children and vulnerable adults in all areas of our work. We have zero tolerance for any behaviours and practices that puts children and/or vulnerable adults at risk of abuse and/or harm. Successful applicants will be expected to be compliant and sign up to our Child Safeguarding policy, our Code of Conduct and PSEA: Adults at Risk Policy. You can find the Child Safeguarding and Adults at Risk policy here: [https://www.warchild.org.uk/whats-happening/news/our-child-safeguarding-policies-and-procedures](https://www.warchild.org.uk/whats-happening/news/our-child-safeguarding-policies-and-procedures)

Pre-employment checks

Employment with War Child will be subject to the following checks prior to your start date:

- a satisfactory police record check to include a Disclosure and Barring Service (DBS) check and/or an International/National Criminal Record Check, and a clear vetting and Due Diligence check
- receipt of three satisfactory references
- proof of eligibility to work in the UK (roles based in the UK only)
Salesforce Database Manager

Your role
War Child’s Salesforce Database Manager is responsible for the day-to-day implementation, utilisation and maintenance of our database, Salesforce. War Child uses Salesforce to manage relationships with our donors, supporters and stakeholders, as well as to manage data relating to the programmes which we deliver. The Salesforce Database Manager works with all UK teams to ensure Salesforce is fit for purpose and enables day to day donor relationship management, data management, and with the support of the Senior Data Manager, analytics, and reporting. Whilst this role and the rest of the data team services all teams at War Child UK a significant focus will be on the Fundraising & Communications department and especially the Supporter Engagement team who are responsible for recruiting and stewarding individual giving donors and acquisition programmes. This also includes being the person responsible for the successful implementation and maintenance of the salesforce-linked digital marketing platform Marketing Cloud and working with agency partners. It also includes supporting post-campaign analysis and reporting and creating selections for mass marketing appeals.

Your responsibilities
- Help to set the processes and systems supporting our organisational use of Salesforce and ensure they are being adhered to on a day-to-day basis.
- With the support of the Senior Data Manager, managing salesforce projects that include customisation and development of functionality, and system integration.
- Responsible for translating Salesforce and marketing cloud-related business requirements into recommendations and operational solutions for War Child UK teams.
- Maintaining and strengthening the relationship with Salesforce.org and our external database implementation partners, ensuring we fully utilise their support and resources.
- Extract key data from past fundraising projects to support the review and optimisation of Supporter Engagement campaigns.
- Support the Senior Data Manager to create and deliver new systems and processes for email journeys, income reconciliation and other Supporter Engagement related database tasks.
- Coach and regularly meet with a group of Salesforce Champions from teams across the organisation to promote the benefits of using Salesforce properly and consistently, providing specialist advice, training and technical support.
- Delivering the system maintenance of Salesforce, including user management and safe implementation of new version releases and updates from Salesforce.com.
- Guiding and instructing the Database Assistant on Salesforce related tasks and data selections and helping the Senior Data Manager to shape their outputs and performance.
- Issuing and tracking Salesforce licences across the organisation, including the roll-out of these internationally where needed.
- Contribute to creating a culture committed to the safeguarding of children and adults and compliant to WCUK’s Child Safeguarding and Adults at Risk Policies.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the role.

You are
- A Salesforce.com certified technical expert (or equivalent through experience) with knowledge of Salesforce system development, administration, and maintenance.
- Someone with demonstratable experience of developing Salesforce for business solutions
- Experienced in administering and developing marketing solutions in Salesforce Marketing Cloud.
- A strong communicator, able to express complex issues simply to non-experts.
• Experienced in extracting data and able to support the analysis of data – with strong attention to detail
• Process-driven, able to spot solutions to business problems and implement appropriate solutions and database functionality
• Someone who can manage database-related projects effectively.
• Competent in using Ampscript, APEX and SQL queries
• A competent user of Microsoft Office applications, specifically Excel
• Committed to Salesforce best practice and staying abreast of developments in the Salesforce platform and wider Salesforce.com and Salesforce.org community
• Able to manage a variety of stakeholder requirements and resolve requests in a timely and accurate manner.

All candidates for roles based in the UK are required to have the right to work in the UK.

Your team

Contact information
To explore the post further or for any queries you may have, please contact: Astrid Cheung, Senior Data Manager, astridc@warchild.org.uk

For general information about working for War Child please visit: https://www.warchild.org.uk/who-we-are/careers