

POSITION DESCRIPTION

Position Title:	Supporter Services & Database Co-ordinator
Program (or DSG Organisation):	Garvan Research Foundation
Reports to (Title):	Direct Marketing Manager
Job Classification & Grade:	
Approved By:	Carole Renouf
Date:	October 2008

SUMMARY

Reporting to the Direct Marketing Manager, the Supporter Services & Database Co-ordinator (SSDC) is responsible for management and performance of the Supporter Services Office and the delivery of a range of services to existing and potential Garvan supporters. The SSDC is the first 'port of call' for all supporter communications. The SSDC plans regularly to match human resource (staff and volunteers) to fluctuating levels and type of activity; is responsible for meeting and monitoring service standards; is responsible for data entry, donation processing, data cleanliness and accuracy; and carries out fundamental donor retention programs under the direction of the Direct Marketing Manager and CEO.

ESSENTIAL DUTIES and RESPONSIBILITIES

The Supporter Services & Database Co-ordinator is responsible for all aspects of Garvan's service delivery to existing and potential supporters.

This position's key areas of duty include:

- Management of the Supporter Services Office – planning to ensure adequate human resources have been organised, well-briefed and trained; and that activity (handling of inbound and outbound communication with supporters, and supporter retention) takes place to agreed service standards of accuracy, customer service and timeliness. This includes briefing and allocating tasks to other team members where appropriate, volunteers and temps; and includes co-ordination of the Foundation's Q Master telephone system.
- All supporter and prospect data entry, including donation processing, with timeliness and accuracy.
- Receipting, banking, invoicing, with timeliness and accuracy.
- Management of individual and corporate pledges – setting pledges reminders up on the database; actioning hard copy pledge reminders to schedule; ensuring receipt of pledge funds.
- Responsibility for accuracy, cleanliness and maintenance of the supporter database – running regular checks, de-duplication, cleanliness reports, processing return to sender mail, keeping donor records up to date and other procedures as directed by the Direct Marketing Manager.
- Joint responsibility with the Direct Marketing Manager for administration of the database including its efficient use, maintaining coding tables, setting up users and security levels.
- Handling of supporter or public enquiries and event bookings – phone, email, internet, mail, fax; and ensuring these are handled consistently throughout the team.
- Producing regular database financial reports required by the Accounts team.
- Writing and maintaining database and other procedures.
- Producing other fundamental queries and reports as required by the team.
- Implementing methods of tracking and evaluating the effectiveness of Supporter

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- Services, and reporting for Board papers.
- Training of Foundation staff on use of Raiser's Edge database, in particular to ensure consistent use and to aid and encourage excellent customer service.
- Training and supervision of Foundation database volunteers to ensure an efficient and productive resource pool.
- Organisation of selected mailouts or email blasts.
- Administrative tasks eg filing
- Assisting with key Foundation events and VIP donor/prospect research as required

KEY COMMUNICATIONS

[Identify the key positions, committees, organisations or groups that the position deals with both inside and outside the organisation on a regular basis or which are important to the work performed. Also note the purpose of the contact where appropriate.]

- (i) *Internal: All Garvan staff*
- (ii) *External: Garvan supporters; members of the public; and peers and consultants in the fundraising industry.*

DECISION MAKING

This position has the opportunity to contribute significantly to donor care and development through improving Garvan's supporter service. The SSDC should make decisions about resource requirements for the Supporter Services Office, matched to activity, and then make recommendations to the Direct Marketing Manager and CEO. The SSDC should also make recommendations about customer service standards and should make decisions relevant to implementing these standards.

ORGANISATIONAL ENVIRONMENT

The Garvan Research Foundation is the community awareness and fundraising arm for the Garvan Institute of Medical Research. It is responsible for profiling, promotion and raising direct funds from the public and securing pledges for ongoing support to assist with the costs of the Institute and build an endowment fund in order to generate a stream of research income for the Garvan in future years. Communicating properly (warmly, efficiently and quickly) with donors and prospective donors, and maintaining accurate donor records are essential to Garvan's successful fundraising activities. The Supporter Services & Database Co-ordinator is therefore an integral part of the small Foundation team. The position will work most closely with the Direct Marketing Manager and the Data Entry Clerk, but will need to also work closely with all other team members who also have some responsibilities for answering supporter enquiries, and with the Institute's Accounts team. All members of the Foundation team are also expected to liaise regularly with key stakeholders in the Institute – research program Heads and staff, and Development and Support Group staff. There is also an expectation that the SSM will actively keep up-to-date with industry best practice in customer service. No positions report to the SSDC.

EXPERIENCE, KNOWLEDGE and SKILLS REQUIRED

- Database and data entry experience is essential, including running reports, queries and data management (Raiser's Edge experience will be highly regarded)
- A sound understanding of the structural principles of databases
- Absolute commitment to accuracy and a high attention to detail
- Moderate to fast typing/data entry speed
- Intermediate to advanced MS Office skills (Word, Excel, Outlook)

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- Fast pace of work and high productivity
- Ability to work harmoniously in a small team including the ability to keep team members informed about status of work and customer service expectations
- Excellent standard of written communication (spelling, punctuation, familiarity with business correspondence norms)
- Telephone or customer service experience
- Experience in training others is desirable
- Flair for analysing and improving processes and procedures
- Ability to prioritise and excellent time-management skills
- Ability to effectively delegate
- Experience in coordinating and supervising human resources would be highly desirable

PERSONAL ATTRIBUTES

The position holder should possess the following personal attributes and qualities:-

Empathetic, Warm and Friendly	Planning & Organising/Work Management
Excellent Customer Service Orientation	Team Player
Diligent	Excellent Written and Verbal Communication
Excellent attention to detail	Patience
Initiative/Self Starter	Ability to multi-task
Continually striving for best practice	Energy and enthusiasm – a 'can do' attitude

The incumbent must also be keen to continuously enhance their learning through coaching from the Direct Marketing Manager and taking responsibility for keeping up-to-date with market and industry trends.

GENERAL

All staff:

- are required to exercise Occupational Health Safety and Rehabilitation responsibility, accountability and authority as outlined in the Garvan OHS Roles and Responsibilities Document (located on the Garvan Intranet) to ensure a safe working environment for self and others;
- are required to cooperate with and adhere to all health and safety policies, procedures and programs of the Garvan and take all reasonable care that their actions or omission of actions do not impact on the health and safety of others in the Institute;
- have a responsibility to co-operate with management and staff with nominated or elected OH&S functions;
- not misuse, damage, refuse to use, or interfere with anything provided in the interest of occupational health and safety;
- must immediately report any unsafe work conditions or equipment to management; and
- must participate in compulsory safety training.