



Database Manager

Job Information Pack

This information package includes:

- Employment conditions
- Position description
- Selection criteria
- Application process

Employment Conditions

Employment basis: 12 month full-time contract, with potential to become permanent

Hours: 38 hours per week*

**Part-time options are possible, please state number of desired workdays in your application letter*

Remuneration: \$80-110K contingent on experience

Commencement: ASAP

About Wayside Chapel

Wayside Chapel has provided unconditional love, care and support for people on and around the streets of Sydney since 1964. Each year, thousands of people visit Wayside's two community centres in Kings Cross and Bondi for assistance in gaining equitable access to essential health, welfare, social and recreational services.

Our mission is creating community with no 'us and them'. We do this by breaking down the barriers of judgement and providing a safe place where people from all walks of life are welcome.

Vision: Love over hate

Mission: Creating community with no 'us and them'

Values:

Openness (No secrets): We have a profoundly simple mission, which is to create a community, and our message and work are undiluted with other agendas.

Teamwork (No cowboys): Our goal of creating community is also our method. We work in a collaborative way to invite people out of singular, individual life into the risky and healing place of community.

PATRON:
Her Excellency the Honourable
Margaret Beazley AO QC
Governor of NSW

Pastor/CEO:
Jon Owen

CALL: 9581 9100
ABN : 88 125 771 587
ABN: 77 406 918 553 (Donations)

EMAIL: mail@thewaysidechapel.com
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Patience (No rush): We cannot make people change. If we could, we'd be guilty of manipulation of some kind. Instead we are on the lookout for sparks of life, signs that people long for better, and we look to engage and help people move to better days and better health.

Courage (No complacency): It takes courage to confront people who've lost hope and invite them into the world of relationships with responsibility. Wayside is not an intensive care unit but an invitation into life and community.

Respect (No Judges): People have the right to make their own decisions. People have the right to make bad decisions. People who choose singular misery or even death deserve to have their rights respected. Wayside's mission is not to fix people but to love them and be with them, knowing that if they are really met, they'll really move toward health and life.

Behaviours:

Stand Back: Recognise that we are each necessary, significant but not central. The mission evaporates when we are central. Take a step back when our emotions are high and cool off. When central, the important thing is how we feel and the most pressing need is to express our feeling. When necessary, significant but not central, in a time of difficulty, the most important thing is to ask "what facts do I not have" and "who can I talk to for reliable clarity".

Speak Well: Identify and appreciate the strengths in colleagues. Recognise that every-one's strengths are also their weaknesses, if we look for weakness, we'll find it and if we look for strength, we'll find it. An atmosphere where colleagues are habitually talked up behind their backs will create an unbeatable team.

Embrace Errors: Accept when you have made a mistake, that an opportunity to learn is present. Learning is lost when we spend energy covering our arse or blaming others. Nothing is more liberating than the security it takes to admit that your performance did not cover you or the team in glory. Helping each other embrace moments of learning will build a team that can overcome anything.

Be Kind: We do an excellent job of being kind with our visitors, lets also be kind with each other. Kindness is implicit in our vision and our mission. Kindness is not a matter of feeling anything but a matter of acting and participating. You might feel uncomfortable but kindness will give the benefit of the doubt or begin an uncomfortable but direct discussion.

Position Description

Reports to	Senior Fundraising Manager
Direct Reports	Nil
Location	Kings Cross (<i>flexible work arrangements available</i>)

About the Team

The Marketing and Fundraising Team is responsible for raising funds across a diversified fundraising portfolio to support the programs delivered by Wayside Chapel. The team is also responsible for raising awareness and increasing the public profile of Wayside Chapel, its CEO and its mission, as well as its programs and the issues facing people who access its services. Messages are delivered through marketing and communications, and through engagement with media, government, peak bodies and the community.

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About the Role

Purpose of Position

The Database Manager is responsible for championing Salesforce within the Marketing and Fundraising Team. You will take the lead on ensuring our database is configured for success and provide guidance in best practice across; data management, donor relationship management, moves management and financial (donation) management. You will contribute to the fundraising strategic plans and collaborate with the team to optimize campaigns and create efficient practices. You will work with the Systems Analyst* to maintain governance of Salesforce, including any integrations.

**The Systems Analyst works across Wayside Chapel from the Finance & Operations team, with 50% of their time (or 2.5 days p/week) dedicated to Salesforce administration.*

Key Accountabilities & Responsibilities

The Database Manager will be responsible for undertaking the following duties:

Database Management

- Responsible for overseeing and executing the day-to-day configuration, support, maintenance and improvement of our Salesforce (NPSP) and maintaining integrations with other key platforms, including Campaign Monitor and Funraisin
- Ensure Salesforce can provide the data analysis, importing, data cleanliness, and campaign & financial reporting that is required to drive a successful fundraising strategy across the Marketing and Fundraising team
- Develop policies, procedures and controls to maintain the highest level of data integrity, security and functionality of the database system
- Ensuring compliance with data privacy and security laws, including implementing processes for data protection across the organization
- Train staff members on best practice use of the system, including onboarding of new staff
- Build the CRM capabilities to meet the needs of fundraising, marketing and business development
- Collaborate with Marketing & Fundraising Team to develop campaigns and create automated donor journeys
- Work with external NFP Salesforce consultants to drive sector-leading donor experiences and donation management
- Identify potential problems and provide recommendations for system administration best practices.

Reporting and Administration

- Manage Salesforce resources including licenses, privacy adherence, application storage usage and API usage
- Maintain up-to-date information in the CRM system (Salesforce) and related integrated platforms (such as Payments2Us, Campaign Monitor, Funraisin, Arlo)
- Work closely with the Systems Analyst and Donor Care Coordinator to improve quality of donor and financial data

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- Develop clear and meaningful reports and dashboards for senior leaders and others as required
- Ensure outcomes are directly measurable and support the Fundraising Team to provide post-campaign analyses including recommendations, as appropriate
- Ensure accurate and timely gift governance and accounting
- Perform other administrative duties as required.

Other

- Managing relationships and contracts with relevant external stakeholders such as consultants and partner agencies
- Be an active member of the Fundraising & Marketing team
- Adhere to the Policies and Procedures of Wayside Chapel and ensure adherence by staff and volunteers
- Attend staff meetings and training as required.

Workplace Health & Safety

- Accountable for complying with legislation and all Wayside WHS policies/procedures and instructions, reporting any hazards or safety issues to your manager and performing all tasks in a manner which guards against risk to self and others within the workplace.

Key Stakeholders

Internal

- Senior Fundraising Manager
- Systems Analyst
- Broader Marketing and Fundraising Team
- Government Relations Team
- Finance Team
- Support Teams – IT, Operations, People & Culture

External

- Consultants and agencies

Selection Criteria

Essential:

- Extensive and practical database management experience (minimum 2 years' hands-on experience) with a strong understanding of fundraising platforms and integrations. Experience with Salesforce NPSP will be advantageous
- Demonstrated experience in a Charity/Not for Profit organisation, preferably with a fundraising or marketing focus
- Strong project management skills
- Demonstrated strategic thinking and exceptional problem-solving ability
- Strong data analysis skills and ability to interpret insights into strategic direction

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- Excellent interpersonal skills with the ability to work as a liaison between tech and non-tech stakeholders.

Desirable:

- Knowledge of and experience working with other platforms such as Campaign Monitor, Funraisin, Google Analytics or similar.
- Understanding of fundraising segmentation and modelling across multiple fundraising disciplines including: Direct Marketing, Gifts in Wills, Trusts and Foundations, Major Donors, Regular Giving and Community Fundraising
- Functional knowledge of sector (digital and non-profit) best practices across marketing & engagement practices, digital project builds and digital fundraising
- Demonstrated experience in the successful planning and implementation of donor journeys that meet budget requirements.

Additional Information

- All offers of employment are subject to a satisfactory Criminal History Check and provision of a valid Working with Children Check prior to commencement.
- This position description and associated information should not be considered as comprehensive in its description of responsibilities, criteria or outcomes. It is indicative of the position. The Database Manager can and will be asked to undertake duties within their competencies, skills and abilities and training that may not be mentioned in this document.
- The Database Manager should be aware that their position within Wayside Chapel is dynamic. Wayside Chapel expects continuing development, change and improvement of processes, practices, knowledge and skills

Application Process

Applicants should apply via Wayside Chapel's website: <https://www.waysidechapel.org.au/work-with-us/>. They should include a copy of their resume and a cover letter that outlines how your skills and experience meet the selection criteria.

Applications will be assessed as they are received and the role may be filled as soon as a suitable candidate is found, so **please apply right away**. Applications will close on 30 November 2021.

Applicants with a disability should inform the convenor of the selection panel of any special requirements upon contact to arrange an interview.

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