

**Database Manager****Reports To:** Director of Development**Status:** Full Time**Classification:** Exempt**Salary:** \$55,000-\$60,000 annually**About Us**

Waterfront Botanical Gardens (WBG) is a vibrant and inclusive nonprofit organization devoted to connecting individuals with the splendor of the botanical world. Located in Louisville, Kentucky, WBG opened in 2019 and has developed approximately five of 23 total acres, which showcase a diverse array of plant collections and offer a peaceful urban oasis for visitors. At WBG, we are dedicated to providing exceptional educational experiences, fostering a deeper appreciation and understanding of plants, and contributing to a greener, more sustainable future for our community.

**Position Summary:**

The Database Manager is responsible for accurately and efficiently maintaining the integrity of the CRM database for the organization in all departments. In reference to the CRM database, this position unites all departments in terms of database needs and analytics to ensure that the organization is fulfilling our mission and supporting the work of the development/fund raising function. Additionally, this position will provide data analytics for functions of the organization including programs, events, classes, volunteer hours, memberships, etc. This role plays an important part in the strategic goals of the organization through collaboration and support via the CRM database.

**Essential Duties and Responsibilities:**

In reference to the CRM database:

- Supports all staff who interface with the database in the areas of marketing, membership, accounting, development, and education.
- Responsible for analysis, recommendation, implementation, staff training, and maintenance of all modules or uses of the database.
- Responsible for assisting in the development of reports and campaigns to support the function of any given departments: membership, development, education, etc.
- Provides data analytics for all appropriate functions of the organization including programs, events, classes, volunteer hours, memberships, etc., annually, and on any frequency as requested by any member of senior staff or the Board.
- Works with the finance team to properly record income for all programs and events.
- Manages the internal security of the CRM system including adding and removing users and assigning permissions/roles.

- Manages the input of all donations to WBG's CRM system and is responsible for filing related documents in the database as well as hard copy files.
- Generates pledge reminders for donors via mail and email.
- Works with the finance team for the reconciliation of donations, pledges and earned revenue as recorded in the CRM.
- Provides accurate monthly donor and ongoing pledge reports for senior staff and the Board of Directors.
- Assists with annual funds, special events, and grant solicitations, including preparation of invite lists and mailing lists, statistics pulled from the CRM, tracking attendance and participation, and customized reporting.
- Fixes unresolved or incomplete transactions in the CRM system in a timely manner.
- Maintains organization's effectiveness and efficiency by participating in strategic plan conversations around the CRM, including disaster recovery and back-up procedures, information security and control structures.
- Works with the Accounting Manager to prepare and monitor income projections for current Gardens operations, as well as future operations such as the Japanese Garden entry ticket and parking lot revenues.
- Analytics and donor information.
- Provides administrative support for the Development team in terms of individual and corporate donor research to include wealth screening, past donations, contact information to help the Development team prepare for donor meetings.
- All other duties as assigned.

#### **Organizational Duties and Responsibilities:**

- Commitment to WBG's mission and its core values. Facilitates and supports the design and implementation of policies and procedures in the areas of technology and database support.
- Supports and facilitates positive interaction with others by demonstrating individual maturity; respect for others; a team-centered approach; maintenance of confidential information; and an appreciation of a multicultural workplace.
- Exhibits effective writing, organizational, time management, and interpersonal and oral communication skills.
- Effectively prioritizes and coordinates job tasks for maximum productivity.
- Participates in appropriate professional development programs and training to attain and maintain job competency.
- Effectively manages the CRM database and supports the work of others involved in internal systems that support and have relevance to the WBG mission.

**Specific Skills:**

Must be a subject expert, self-motivated and detail oriented. Ability to analyze, interpret and organize large amounts of data. Excellent communication skills to translate complex problems using non-technical terms. Excellent math, problem-solving and analytical skills. Must have both the ability to complete projects on his/her own, as well as the interpersonal skills required to be an effective member of a team. Must have an efficient and productive work style to allow maximum and efficient use of limited resources. Requires the ability to work well with other staff, Board, committee members, vendors, and volunteers.

**Supervisory Responsibilities:**

None

**Qualifications:**

To perform this job successfully, this individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

**Education and/or Experience:**

A minimum of a bachelor's degree required, or a minimum of five years of working experience in data management, data analysis, or other data administration functions including collection and distribution. Must have experience in hardware and software installation and conversions. Skilled with computers, Mac, Microsoft Office, Excel, Google Workspace, Raisers Edge, Etapestry, and Altru (organizations CRM.)

**Language Skills:**

Ability to read, write, and converse in English. Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write simple correspondence.

**Certificates, Licenses, Registrations:**

Current driver's license and insurable driving record required.

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. Over the course of an 8-hour day, the employee may be required to perform manual labor. Ability to stand, walk, sit, use hands to finger, pull, handle, or feel, reach with hands and arms, climb ladders, kneel. The employee must be able to lift to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus. Must be physically able to operate power equipment.

**Work Environment:**

Must be willing to work a typical 40-hour work week and, on occasion, evenings, holidays, or weekends as requested for special events. Must be able to work the required hours to accomplish tasks and meet deadlines. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Job may require work after hours or weekends periodically.

***The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as inclusive of all responsibilities, duties, and skills required of personnel so classified. This job description does not constitute a contract, nor does it alter the at-will status of the employee/employer relationship. ay require work after hours or weekends periodically.***