

Vision

A cancer free future.

Statement of purpose

We are Australia’s leading cancer charity uniting the community to reduce the impact of cancer.

Position description and person specification

Position title:	Database & Customer Experience Manager		
Unit:	Fundraising and Engagement		
Department:	Database & Customer Experience		
Location:	Adelaide		
Manager:	General Manager Fundraising & Engagement		
Employment:	Full Time		
Last updated:	November 2024	By whom:	General Manager Fundraising & Engagement

Cancer Council SA

- Has worked resolutely since 1928 to deliver cancer research, prevention, and support services.
- Is the state’s leading independent, cancer-related, non-government organisation, dedicated to reducing the impact of cancer for all South Australians.
- Invests in three main strategic objectives: research, prevention and support
- Is uniquely positioned as a resource for action and a voice for change towards a cancer free future
- Is committed to The National Principles of Volunteer Involvement and Management.
- Maintains a non-smoking workplace and provides assistance with quitting.
- Requires employees and volunteers to promote cancer-preventing healthy lifestyle practices and behaviours, as outlined in organisational policies.

Our core values are represented by three value statements:

 <p>Care</p> <p>We are driven to make a difference for all—those we serve, our teammates, our partners and ourselves.</p>	 <p>Integrity</p> <p>We strive to do the right thing always, act truthfully and honourably, be our authentic selves, be inclusive and embrace diversity.</p>	 <p>Excellence</p> <p>We work as one team and constantly push ourselves to be the best we can. We arrive every day inspired to make an impact through our talents, passion and commitment.</p>
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Unit role and objectives

Fundraising and Engagement

The Fundraising and Engagement area includes Cancer Council SA's fundraising, communication, prevention and advocacy, marketing, and customer experience teams.

Fundraising and Engagement ensures a strategic and coordinated approach to our internal and external representation and enables the organisation to meet our objectives through strategy development, advocacy, brand positioning, fundraising and effective stakeholder relationships.

Fundraising and Engagement proactively positions Cancer Council SA as a leading charity and respected thought leader, through agenda setting with external stakeholders in media, government, industry, and the community. We drive strong support for Cancer Council SA from key external stakeholders and donors by showcasing our expertise and service offering. We activate our community through prevention programs, fundraising, powerful advocacy, strategic events and campaigns.

Position overview

Reporting into the General Manager Fundraising and Engagement, the Database & Customer Experience Manager will deliver data-driven solutions and insights to drive operational improvements and customer experience. The role will serve as the central source for data and customer experience for the whole organisation, ensuring alignment with our organisational goals. You'll be responsible for maintaining high-quality service delivery, managing projects, and ensuring reliable, accessible data insights and reporting.

This role will collaborate closely across the organization to deliver data-driven insights that inform strategic decision-making. A critical aspect of this position is leveraging data analysis to enhance fundraising growth and donor stewardship. Additionally, while focusing on delivering excellent customer experiences for our supporters, guests utilising our accommodation, and our volunteering community, the position will also be responsible for maintaining and improving data quality to support these efforts.

Reporting relationships

This position reports to: General Manager Fundraising & Engagement

Number of staff reporting to position: 2

Key accountabilities (outcome based)

Data Quality and Governance:

- Assist organisation-wide strategy and decision-making through the generation of comprehensive, accurate and actionable reports
- Work with key stakeholders across the business to implement contemporary customer-focused communications journeys, processes, and feedback mechanisms.
- Take ownership of the integrity of platform data by establishing and enforcing data quality standards and protocols.

- Work with the CRM Administrator to implement data governance frameworks and ensure compliance.
- Conduct regular audits and assessments to identify and rectify data inconsistencies, duplications, and inaccuracies.
- Troubleshoot system challenges and ensure compliance with company policies, processes, and procedures.
- Work with CRM Administrator to identify and deliver training on data process improvements across the organisation.
- Improve and maintain timely receipting processes.

Reporting for Fundraising Growth and Donor Stewardship:

- Under direction of the Senior Manager Fundraising, generate comprehensive, accurate, and actionable reports that provide insights into fundraising performance, donor behaviour, and campaign effectiveness.
- Customise reports to meet the specific needs of various stakeholders, including executive leadership and fundraising teams.
- Utilise advanced analytics techniques (predictive modelling and segmentation) to identify donors, forecast fundraising outcomes, and tailor stewardship strategies.

Lead a high performing customer experience function:

- Manage and develop customer service staff to ensure positive interactions with Cancer Council SA and meet service level benchmarks.
- Drive the implementation of best practice inquiry/complaints handling processes, including monitoring and actioning customer feedback across all channels (telephone, email, social media, chat).
- Ensure interactions with customers are recorded, monitored, and reported on.
- Coordinate the stakeholder correspondence tracking process to ensure high quality and timely experiences.

Protect your own health and safety and that of others by:

- Complying with and actively contribute to the development of organisational policy and safety systems.
- Following reasonable instructions and training and complying with organisational policy and safety systems.
- Identifying and reporting workplace hazards and incidents to their supervisor.
- Complying with Cancer Council SA's WHS policies and procedures.

Special conditions

- The successful applicant must be a non-smoker.
- Intra/inter-state travel, out of hours and weekend work may be required.
- Appointment will be subject to a satisfactory police check and may require a further Department of Human Services clearance.
- Current drivers' licence.

Person specification (knowledge, skills and experience)

- 5 years + proven experience as a Database Manager.

- Experience managing database integrity, ideally with Salesforce or similar CRM.
- Experience in transactional platforms.
- Demonstrated ability to collaboratively work across an organisation to champion customer experience and data integrity outcomes.
- Proficient in the use of Microsoft Office suite, with high level skills in Excel.
- Demonstrated use of data visualisation programs (such as Microsoft BI/Tableau etc).
- Demonstrated experience driving high quality customer and donor experiences and strong attention to detail.
- Outstanding written, verbal and influencing skills.
- Data analysis and presentation skills of the highest order.
- Formal qualifications in CX/UX/data management highly regarded.
- Experience in a not-for-profit setting with success in donor stewardship/growth highly desirable.

Signatories

Incumbent

Name: _____

Signature: _____

Date: _____

Manager

Name: _____

Signature: _____

Date: _____