The Willows Community School
Database Manager

The Willows Community School in Culver City, California is a highly-regarded, progressive, 25-year-old independent school serving 470 students in Developmental Kindergarten through 8th grade. We enjoy a strong and positive culture of innovation, creativity and collaboration, and consistently challenge ourselves to improve. Our students are encouraged to live our credo: All things are possible. For more information about The Willows, please visit our website: www.thewillows.org.

Position Description:

The Database Manager will assume responsibility for maintaining our high standards for data integrity, research, and information management for the five-person Development Team.

Reports to: Director of Development

Primary Responsibilities:

Manage Blackbaud's Raiser's Edge database: Record all donations to the school; process gift acknowledgements; perform all database entry and clean-up; construct and execute complex queries, exports and custom reports; perform data analysis. Execute sophisticated merges for direct mail and web-based solicitations. Assist in all Development Team mailings. Conduct prospect research. Assist with events. Provide necessary support to members of Development Team.

Specific Duties/Responsibilities include:

1. **Manage Blackbaud's Raiser's Edge development software database for all constituents:**
   - Gift entry
   - Produce acknowledgment letters, solicitation pieces, mailing labels, and pledge reminders
   - Input and update all constituent data, especially via importing

- Capture and analyze information about constituents' interests, capacity, and affinity
- Twice-yearly clean-up and updating of database
- Construct complex queries, exports and reports, including data analysis
- Generate all data needed for Annual Report and ensure its accuracy
- Compose, update and enter research notes, media, and action items
- Manage all donor files
- Supervise database upgrades
- Perform reconciliation with Business Office
- Offer suggestions for database improvement
- Complete and update policy and procedures guide
- Suggest professional training for Development Team and provide in-house training
- Oversee data entry by other database users and provide feedback

2. **Help produce sophisticated direct-mail and web-based solicitation pieces.**

3. **Manage all Development Team Mailings,** including working with volunteers, vendors and mail house. Manage a calendar of all office mailings and deadlines.

4. **Conduct prospect research on constituents utilizing various sources on the web as well as data mining.** This includes prospect research for 50-55 new families a year as well as detailed prospect research for capital campaigns. Analyze new resources and make recommendations for subscription purchases.

5. **Provide support for Development Team events,** including: New Parent Dinners, Alumni and Parent of Alumni events, Grandparents' and Special Friends' Day and donor appreciation events.

6. **Assist in all stewardship efforts, including making thank-you calls.**

7. **Perform other duties consistent with the above responsibilities** and in support of the Director of Development and the Development Team.

Qualifications:

- Mastery of Raiser's Edge, Word, and Excel is essential.
- Extreme attention to detail is required.
- Knowledge of WealthEngine, Constant Contact, Adobe Photoshop, InDesign, Crystal Reports, FileMaker Pro and Microsoft Access is a plus.

Hours: Full-time, Monday – Friday; occasional weekends and evenings as necessary

BENEFITS:

- A competitive salary commensurate with experience
- Benefits package includes health, vision, dental, life insurance, employer contributions to a SEP-IRA account, and a 403 (b) plan
- Becoming a team member of a dynamic and growing organization

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The Willows does not discriminate on the basis of race, color, religion, gender identity, national origin, ancestry, sexual orientation, age, or any other characteristic protected by law.