



United Way
of South Hampton Roads

We bring people and resources together to solve problems too big for any of us to solve alone.

UNITED WAY OF SOUTH HAMPTON ROADS
Manager, CRM Database

Title:	Manager, CRM Database (\$50,000-\$53,000)
Department:	Resource Development
Report To:	Vice President, Resource Development
Date Created:	April 2023

Why Work for United Way:

Do you want to leave work every day knowing that you made an impact? At United Way of South Hampton Roads (UWSHR), you'll work in a fun and supportive environment where every day is a new opportunity to make a difference. If you talk to our employees, the single trait we all have in common is passion. We work hard because we love what we do and we know how much our community needs us. Plus, we offer excellent benefits and opportunities for advancement. If you want to be great while doing good, join the United Way team.

Objectives & Expectations:

This position requires administrative, business and technical competencies. It will be responsible for coordinating specific donor activities. Additional duties require initiative, judgment, knowledge of individual accounts as well as handling matters of a highly confidential nature that require comprehensive knowledge of organizational policies, practices and procedures.

Commitment to equity, diversity & inclusion

We take the broadest possible view of diversity.

We value the visible and invisible qualities that make you who you are.

We welcome that every person brings a unique perspective and experience to advance our mission and progress our fight for the health, education, and financial stability of every person in every community.

We believe that each United Way community member, donor, volunteer, advocate, and employee must have equal access to solving community problems.

We strive to include diversity, equity, and inclusion practices at the center of our daily work.

We commit to using these practices for our business and our communities.

Cultural Competence: The Manager of CI adapts a lens of cultural competency that conveys empathy, support, and an understanding of the people they work with both internally and externally, engage with, and the people they serve. This competency helps to build trust and effective engagement, build stronger relationships, expand our organization's reach, and more effectively and respectfully engage with people regardless of background.

Core Competencies are characteristics that all employees are expected to exhibit as a member of the UWSHR team. For complete details that include attributes and behaviors please see the United Way Core Competencies Checklist in the shared Human Resources Network Folder. These include:

- **Mission Focused:** The top priority is creating real social change that leads to better lives and healthier communities.
- **Relationship Oriented:** Understands that people come before process and is astute in cultivating and managing relationships toward a common goal.
- **Collaborator:** Understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
- **Results Driven:** Dedicated to shared and measurable goals for the common good; creating, resourcing, scaling and leveraging strategies and innovations for broad investment and impact.
- **Brand Steward:** Understands his/her role in growing and protecting the reputation and results of the organization, and thus, the greater network.



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Key Accountabilities include the following:

1. Works closely with Development Team to Build Reports
 - Goal setting and Goal Tracking
 - Outreach/Metric Tracking
 - Customized Donor Reports and Dashboards
 - Wealth Screens
 - Prep data and materials for org. retreats
2. Managing Data Quality
 - Redundancy/de-duplications
 - Contact creation and Updating
 - List Building; Advanced Finds
3. Leads CRM Best Practices and Development
 - CRM Training/Onboarding for new development staff
 - Works with technology vendors and internal staff to implement new features
 - Ensures best practices around stewardship, reporting and acknowledgement
 - Tracks internal staff use of CRM moves management
 - Works cross-departmentally to ensure all relevant data is captured
4. Supports fundraising staff in other ways as needed for large events, campaigns etc.
5. Reports and Account Deliverables produced on time and early
6. Data Quality is considered best practice
7. Correct Acknowledgements made in a timely fashion to the right donors

Essential Duties and Responsibilities include the following:

- Demonstrate excellent customer service, follow through, and courtesy
- Analytical and creative problem solving skills
- Self-starter with the ability to work with minimum supervision
- Use of excellent verbal and written communication
- Editing skills and consistent error-free work
- Proficient in Microsoft Office Software applications, CRM experience
- Very comfortable with data and spreadsheets
- Demonstrate ability to work cross functionally as part of a team to accomplish individual and mutually defined goals
- Prioritize work and successfully handle multiple tasks
- Prepare/process documents, forms, templates, and reports, including proofreading and editing

Key Skills Requirements:

- Bachelor's Degree preferred
- Strong customer service
- Proficient computer skills with CRM experience preferred
- Must be organized and task oriented to ensure deadlines are met
- Microsoft Office skills and experience required



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- Commitment to excellence and the mission of United Way

Work Demands & Environment:

- Ability to stoop, lift, finger – for example pick, pinch, or type and grasp
- Ability to clearly and concisely express and exchange detailed information and ideas to others accurately via spoken word
- Exerting up to 20 lbs of force occasionally and/or a negligible amount of force frequently to lift, carry, push, pull or otherwise move objects
- Ability to inspect and analyze figures, accounting items, written materials, newsprint, computer terminal characters, transcription, and other similar objects at distances generally close to the eyes.
- The worker is subject to a variety of inside environmental conditions that may occur in an office, a private home, or elsewhere in the community including temperature variations, unpleasant odors, and potential allergens
- Although inside work is the rule, it is required that the individual be able to travel and may be exposed to a variety of weather conditions

Interested? Please send your cover letter and resume to humanresources@unitedwayshr.org. We will continue accepting applications until the position is filled.

United Way of South Hampton Roads is an Equal Opportunity Employer. In order to provide equal employment and advancement opportunities to all individuals, employment decisions at UWSHR will be based on merit, qualifications, and abilities. UWSHR does not discriminate in employment opportunities or practices on the basis of race, color, religion, sex, national origin, age, disability, sexual orientation, gender identity, veteran status or genetics. Please Note: Requirements, skills, and abilities described above are representative of those that must be met by an employee to successfully perform the essential functions of this position with or without reasonable accommodation. In no instance, however, should the duties, responsibilities, and requirements be interpreted as all-inclusive.