



## Job Description

### Supporter Systems Executive

**Grade:** 7

**Directorate:** Fundraising, Marketing and Communications

**Location:** Slimbridge

**Reporting to:** Supporter Systems Manager

**Main function of post:** WWT has a network of integrated Supporter Systems that help manage our supporter engagement, supporter communications, memberships and adaptions, GDPR and Gift Aid compliance, among many other critical charity functions. The primary purpose of this role is to ensure the optimal running of these systems and processes whilst assisting the Supporter Systems Manager in exploring innovative technologies that will better enable our conservational aims.

**Supervisory responsibilities:** None

### Responsibilities of the post

1. Support the maintenance and development of supporter systems, including our CRM and integrations with EPOS, website & online ticketing.
2. Provide training to internal users ensuring best practice use of these systems.
3. Be the first point of contact for internal issues and enquiries regarding our CRM and its integrations. Ensure all support tickets are dealt with appropriately, in line with internal SLA's and communicate high business risks to the Supporter Systems Manager.
4. Be the technical point of contact for all API related works & queries. Work with our external developers to ensure our integrations are optimally built.
5. The monitoring of all CRM software patches, including the management of UAT, identifying bug fixes & running user sessions to sell the benefits of the new features.
6. Manage CRM continual improvement small to medium size projects.
7. Supporting internal users with CRM financial processing, including but not exclusive to the monthly direct debit claims & the Gift Aid Claim.
8. Maintenance and communication of the Supporter Systems KPI dashboard.

9. Keep up to date with technical & non-technical developments in the industry and have an awareness of how ideas could benefit our conservational aims
10. In conjunction with the Supporter Services Manager work closely with our CRM provider to nurture the relationship and ensure WWT receives the best possible servicing
11. Support the Insight team in ensuring the CRM base has the best possible data. Undertake regular data audits and cleaning of the database & ensure bulk data is added in the appropriate manner
12. To provide leadership to all staff and volunteers working within a project team enabling every team member's contribution to be maximised by ensuring that the appropriate levels of direction and support are provided through professional line management in line with WWT's people frameworks.
13. To work alongside volunteers encouraging, developing and supporting them in their work for WWT, ensuring that they have a positive volunteering experience.
14. To be responsible for working within the WWT health and safety policy and guidelines ensuring that the health, safety and wellbeing of yourself and others is an integral part of how you work.
15. To be responsible for engaging with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your role.
16. To interact with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them understand and connect to wetlands.
17. To ensure that in the course of your work you adhere to the WWT Data Protection policy and standards.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

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**Date raised:**

**Amended:**

# Person Specification

## 1. Qualifications

### ***Essential:***

- Educated to degree level or a higher-level qualification in a relevant subject

### ***Desirable:***

- Qualification in relational databases or business systems
- Qualification in project management

## 2. Experience

### ***Essential:***

- Knowledge of databases or data management with good technical understanding
- Proficient at analysis and statistics
- Demonstrable skills in the use of MS Windows based applications software
- Experience in data selection management & output

### ***Desirable:***

- Experience within a membership organisation and/or a visitation attraction
- Experience of using fundraising or CRM databases with a good level of technical understanding
- Experience managing routine cleansing and de-duplicating of data
- An understanding of marketing tools such as direct mail, digital promotions & advertising
- Experience of SQL
- Experience or knowledge of thankQ CRM and other Access products would be an advantage

## 3. Managerial & Supervisory

### ***Essential:***

- None

| Type of team member | Number managed<br>(No. of direct reports) | Number supervised |
|---------------------|---|-------------------|
|                     |   |                   |

|                |   |   |
|----------------|---|---|
| Employed staff | 0 | 0 |
| Volunteers     | 0 | 0 |
| Casual Workers | 0 | 0 |

## 4. Responsibility

***Essential:***

- Ensuring speedy and helpful resolution of CRM thankQ issues and enquires
- Responsible for assisting and taking ownership of delivering assigned projects
- Contribute towards policies and procedures which maximise our current information systems and data collection processes
- Authority to liaise with staff at all levels and input into recommendations on CRM usage and procedures
- Liaise with external developers and software companies to ensure our systems and integrations function appropriately.
- The post holder will be required to handle confidential information and data and therefore needs to ensure compliance with the Data Protection regulation and HMRC Gift Aid Regulations

***Levels of Responsibility:***

| Type of Responsibility                    | Level (£'s) |
|---|-------------|
| Budget Responsibility                     | N/A         |
| Income                                    | N/A         |
| Project Size (normally managed)           | Small       |
| Assets (required for job, exc. buildings) | N/A         |
| Visitors (number per annum)               | N/A         |

## 5. Creative Ability

***Essential:***

- Forward thinking, and able to interpret users' needs into appropriate technical terms
- Identify how innovative data use can maximise income generating opportunities
- Attention to detail and an appreciation of data quality and database integrity
- Ability to work under pressure to meet tight deadlines

- A self-starter who is able to work on their own initiative

## 6. Contact

### *Essential:*

- Strong communication skills (both written and verbal)
  - Ability to respond quickly to requests and issues from all levels of the organisation
  - Ability to present a case and positively influence internal staff groups and external agencies, often with complex messages to convey
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## General Notes

This position will from time to time require work during some evenings, weekends and public holidays to meet the needs of the post.