



Job Classification Description

**Database Manager
VSC UP – PAT Bargaining Unit**

**GRADE 10
Exempt**

BASIC FUNCTION

Maintain the integrity of the data within the College's primary alumni and donor database. Support Institutional Advancement staff in utilizing the database to its greatest potential. Research prospective donors (individuals and organizations) and remain current on prospect research practices.

CHARACTERISTIC DUTIES & RESPONSIBILITIES

- Manage Lyndon's alumni and donor database, Blackbaud's Raiser's Edge, and perform the following tasks including: gift entry and accounting; maintenance and enhancement of all alumni, donor, prospect and other constituent records; output reports; and creation of lists, labels and letters.
- Generate a variety of written materials for the Development Office including receipts, pledge reminders, year-end tax letters, personalized thank you letters, renewal and new donor letters, as well as other communications.
- Record gifts and pledges, corporate gift match eligibility and moves management activity.
- Coordinate both in-house mailings and preparation of merge lists and documents for outside printing houses and mail house vendors.
- Reconcile contributions received with the Business Office.
- Develop, document, and implement effective development operational procedures for managing alumni and donor information and for tracking moves management activities.
- Train and supervise institutional advancement staff, work-study students, and other Raiser's Edge users to insure integrity of data entered into the system.
- Monitor usage and quality control of the database and assign security levels.
- Perform complex data searches and exports to produce detailed and accurate reports for use in mailings, data analysis, annual report, prospect analysis and appeal/campaign analysis.
- Plan and execute creative strategies to identify sources of major gift (\$10,000+) private support using creative research techniques and electronic searching methodologies.
- Develop and execute strategies to ensure that newly identified prospects are presented and assigned to appropriate College fundraisers in a timely manner.

- Provide high-level research on individuals, corporations, and foundations using a wide variety of biographical, organizational and financial sources, including online database services, Internet websites, library and government sources and other external repositories of public information.
- Analyze and synthesize accumulated information to assess financial capacity, philanthropic tendencies, giving propensity and linkages to campus.
- Extract and communicate key information which directs cultivation and solicitation strategies.
- Prospect knowledge, including ratings, interests and linkages acquired through research is preserved and maintained in the database in a way that is accessible to current and future Institutional Advancement staff and is used to develop future cultivation strategies.
- Research/identify potential volunteers for leadership positions, LSC Foundation, Alumni Council, and Board of Visitors, and campaign committees.
- Keep current with Raiser's Edge and prospect research educational opportunities and online resources.
- Work on special projects as needed.

SUPERVISION RECEIVED

Direct supervision is received from the Director of Development.

MINIMUM QUALIFICATIONS

Bachelors Degree in a related field and a minimum of three years experience in a Development Office preferably in a college or university setting.

- Journeyman level knowledge of the features, functionality and architecture of Blackbaud's Raiser's Edge.
- Intermediate to high-level skill with Microsoft Word and Microsoft Excel.
- Demonstrated analytical skills to initiate and perform complex analyses and organize information to identify philanthropic patterns, tendencies, and relationships among individuals, corporations and foundations.
- Ability to maintain a high level of confidentiality.
- Excellent written and verbal communication skills.
- Demonstrated experience in prospect research, development, library research or information related field preferably in a higher education environment.
- Ability to deal effectively with a wide variety of internal and external constituents.

This general outline illustrates the type of work that characterizes the job classification. It is not an all-encompassing statement of the specific duties, responsibilities and qualifications of individual positions assigned to the classification.