



Role Profile

The Role			
Role Title:	Database Implementation Manager	Reporting to (job):	Head of Data and Insight
Legacy job titles covered by this role profile:		Jobs that typically report into this role:	
Function / Org Unit	Fundraising Operations / Data and Insight	Job Number:	CDIGDI16
Base and travel	Hybrid - Southwater and home based	Band (<i>to be assigned by Reward</i>)	C
Role Dimensions			
Number of direct reports	0	Manager/Individual Contributor:	Individual Contributor
Number of dotted line reports	0	Budget (Operating/Capital)	0
Total No of Reporting Staff (include all direct and indirect reports)	0	Decision Making Authority & Responsibility for Resources	Responsible for SRM training, process and protocol. Majority of the role is based on the jobholder using their own initiative to devise the training programmes in the right format for the end user, deliver them on time and ensure all training material is updated accordingly.
Working Environment	Office / desk based		

Role Purpose	Deliver training to individual users of the Society's Supporter Relationship Management Salesforce database (SRM). Develop and maintain all SRM system processes, training materials and procedural guides. Ensure that all changes and new system developments are reflected in the training and documentation. Support the delivery of release user acceptance testing (UAT) in collaboration with Demand Manager.
Principal Accountabilities	<ul style="list-style-type: none"> • Deliver modular training for all new users of the Society's database, developing and maintaining training plans. • Develop and maintain a suite of training materials to support database activity • Conduct training reviews for changes to processes/procedures and roll out to all users • Deploy a wide variety of training methods, adapting to each situation, ie One to one, group training, webinars etc • Monitor and evaluate the training programme's effectiveness and create mitigation plans where training is underperforming • Develop an ongoing review and updating process for all training materials. • Support business teams to develop system processes that support their activity, but also align with broader processes across the society. • Maintain a bank of process maps for all database related activity across, ensuring any functionality changes are reflected accordingly. Subsequently, consider and propose options for potential automated solutions. • Develop User Acceptance Testing routines for new quarterly database releases, working with internal and external parties
Key Interfaces	<p>Working closely with all database users to ensure they are using the database in the most efficient and effective ways.</p> <p>Working with demand and delivery teams to ensure users are aware of changes to the system and how they impact their processes.</p> <p>Supporting teams and business areas who are being onboarded to our SRM database ensuring they are confident to use the system as required.</p>
The Person	

Personal Attributes and Key Competencies	<ul style="list-style-type: none"> • Communicate and build relationships with people at all levels, both internally and externally • Personally confident with the ability to motivate others at all levels both internally and externally
Essential Key Skills, Qualifications & Experience	<ul style="list-style-type: none"> • Strong working knowledge of CRM databases • Experience of training a wide audience through one to one, group and webinar sessions • Strong knowledge of learning/training theory and models • Strong knowledge of GDPR and data processing rules and legislation • Project management experience, including stakeholder management • Experience in user acceptance testing and roll out • Experience of creating and maintaining training materials and procedures • Excellent written, creative and verbal communication skills with ability to communicate to a information to a broad range of audiences • Strong interpersonal, relationship building and influencing skills • Strong problem solving and decision making skills • Ability to analyse data and make recommendations • Ability to develop and document process and procedure • Attention to detail
Desirable Key Skills Qualification & Experience	<ul style="list-style-type: none"> • Experience of Salesforce
Personal commitment to:	<p>Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</p> <p>Take care of their own health and safety and that of others who may be affected by their acts and omissions.</p> <p>Uphold the RSPCA's core values</p> <p>Cooperate with Society policies and procedures</p> <p>Understand and comply with any Society Code of Conduct.</p>

RSPCA Core Values	<p>Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do.</p> <p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.</p> <p>We are compassionate: we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times</p> <p>We are inspirational: we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.</p> <p>We are committed: we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.</p> <p>We are expert: we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.</p> <p>We act with integrity: we are honest and trustworthy, we act with integrity, we do what's right.</p>
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Creation and Authorisation		
<i>Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.</i>		
Profile written by: Lisa McLelland	Role: Head of Data & Insight	Date: 09/08/2021
Approved by (operations):	Role:	Date:
Approved by (HR): Luan Moorshead	Role: HRBP	Date:
Date Job last evaluated:		