



IMAGE COURTESY OF THE CITY OF SEATTLE AND JAMES CORNER FIELD OPERATIONS

## Development Data Manager

Over a decade in the making, Waterfront Seattle is a once-in-a-generation opportunity to fulfill the public’s vision for our city’s waterfront: beautiful public spaces for all, a salmon-friendly seawall, and year-round activities for culture, education and fun. Seattle’s future waterfront will be a lively mixing ground for our community while nurturing our nearshore environment.

**Friends of Waterfront Seattle** (“Friends”) is the City of Seattle’s nonprofit partner responsible for helping to fund, build, steward and program the Waterfront Park– today and into the future. In addition to raising funds to support park construction, Friends will manage the programming and operations of the future Waterfront Park through a joint delivery partnership with Seattle Parks & Recreation.

Friends is seeking a **Development Data Manager**, an essential position in the Fund Development team, to provide primary support and expertise for the group’s use of the Salesforce database, the organization’s relationship management system.

This position has two principal responsibilities: 1) long- and short-range planning to support ongoing development of the Salesforce database and its efficient use throughout the department to track prospects, donors, gifts, and team members’ cultivation, solicitation, and stewardship moves and 2) tracking, entering, and acknowledging philanthropic contributions to Friends. Working closely with others on the Fund Development team, this position will maintain and update constituent record information for individuals and organizations, oversee data quality and integrity, analyze data as requested, train team members in best practice use of the database, and assist with integrating other constituent-related systems.

This position directly supports the Fund Development team’s goal to maximize fundraising and constituent engagement with the Friends’ \$200 million Waterfront Park Campaign.

## ROLE RESPONSIBILITIES

Below is a summary of key role responsibilities. Additional responsibilities may be assigned as needed.

### Database Management

- Serve as Friends’ in-house fundraising database expert and stay abreast of new Salesforce developments and best practices.
- Create a culture of data quality by establishing and regularly updating quality assurance protocols, processes, and documentation.
- In support of the Fund Development team and volunteer leadership, use independent discretion and knowledge to create and prepare reports on Campaign progress, donor/prospect tracking, moves management, donor trends, and analytics on a routine and as-needed basis.
- Create and run complex queries, reports, mailings and exports to support fundraising and outreach efforts as needed.
- Provide Salesforce technical support and training to Fund Development team members to enhance Salesforce end-user proficiency, skill, and professional development and to support major individual giving, foundation and corporate fundraising, annual giving, event management, and online engagement.
- Provide technical support for staff issues and work with Salesforce and IT consultants to troubleshoot more complex problems.

- Oversee import and export of constituent information from and to other internal and external sources, ensuring that security standards are maintained.
- Collaborate with other Friends Salesforce administrators (operations and marketing) to ensure departmental and organizational alignment.
- Manage and maintain relationships with Salesforce, consultants, and other IT vendors, including evaluating contract parameters to ensure maximum use of the system.

### Gift Processing

- Process incoming mail/gifts and accurately enter gift detail in Salesforce (cash, checks, credit cards, stock transfers, vehicle donations, matching gifts, and in-kind donations) in accordance with established accounting procedures.
- Oversee online donation systems (website, social media, and other platforms), regularly update auto responses, and accurately enter gift detail in Salesforce.
- Using Salesforce, produce donor acknowledgement letters and gift receipts for all gifts within 24 hours of receipt, route them to the appropriate parties for signature and mailing, and oversee their timely delivery.
- Coordinate with accounting consultants to ensure that gift data is properly coded and balances each month and at year-end; serve as primary contact within the team for all database-related matters.
- Working with the Fund Development team, update routine letters on a monthly basis to keep messaging fresh and donor-centric and to adhere to established acknowledgement letter protocols.
- Field inquiries from donors about their gifts, acknowledgements, and gift documentation and demonstrate exemplary customer service in all exchanges.
- Manage inventory of stationery items required for gift processing, acknowledgements, and stewardship programs; maintain gift intake forms and supplies.
- Manage philanthropy-related credit card and vendor relationships and resolve exceptions and problems in gift processing.
- Cross-train one or two additional team members in gift processing procedures to ensure continuum of donor services during busy cycles, including end-of-year gift processing.
- Maintain digital and physical constituent files, linking them to Salesforce when possible.

### **SKILLS & COMPETENCIES**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- Highly organized, with exceptional attention to detail and accuracy and the ability to manage multiple deadlines efficiently and simultaneously.
- Demonstrated organizational, time management, and critical thinking skills, as well as attention to accuracy and detail to ensure data integrity and quality.
- Resourceful, with the ability to solve problems creatively and with minimal supervision.
- Excellent written, verbal, and interpersonal communication skills, and the ability to effectively translate and convey complex information and to handle requests positively and quickly.
- Familiarity and experience with direct mail, monthly and workplace giving, and other applicable fundraising techniques.
- Proactive interest in CRM trends and innovative technology.
- Ability to work in a diverse and collaborative environment as a valued team member.
- Ability to work effectively with volunteer leadership and a variety of external constituents.
- High degree of proficiency and analytic skills relative to technology hardware and software.
- Ability to work effectively under pressure and deliver quick turn-around on assignments.
- Ability to maintain confidentiality to protect the interests of constituents and Friends.

- Demonstrated knowledge and skills to deliver culturally competent services and work effectively in cross-cultural situations.

## QUALIFICATIONS

- Bachelor's degree and/or equivalent experience.
- A minimum of three (3) years of Salesforce database administration, including prospect and constituent management, data import/export, and developing standard and custom reports.
- Advanced proficiency with Microsoft Office and/or 365 (Word, Excel, and PowerPoint), particularly Word's mail merge functions and Excel's chart functions, is required.
- Experience with gift processing, posting and reconciling with finance/accounting.
- Familiarity with other database systems welcome.
- Availability to work occasional evenings, weekends, and non-traditional hours.

## ORGANIZATIONAL VALUES

Friends is an ambitious organization that welcomes diverse qualified team players who, like all members of the Friends team, possess a "do all jobs" mentality and strive to achieve excellence in all tasks. Friends offers team members the opportunity to take on significant responsibilities on multi-disciplinary projects in a congenial work environment. While Friends is a 501c3 nonprofit organization, Friends' culture is more akin to a start-up with an entrepreneurial spirit.

Friends is committed to equal employment opportunity and the same inclusive, diverse, and multi-cultural atmosphere that we envision for the future Waterfront Park. This position is open to all qualified candidates and people of all backgrounds, communities, and cultures are encouraged to apply.

## COMPENSATION AND BENEFITS

The **Development Data Manager** position is a full-time position offering competitive compensation. Vacation, health care and dental coverage, and transit pass are paid by the organization. Ability to participate in defined contribution retirement plan with 3% match by the organization.

## TO APPLY

Send cover letter and resume to [careers@waterfrontparkseattle.org](mailto:careers@waterfrontparkseattle.org). If you need assistance and/or a reasonable accommodation due to a disability during the application or recruiting process, please note in your submission.

Applications will be accepted until filled. Only applicants selected for interview will be contacted.