



Affirmative Action/Equal Opportunity Employer

The American Friends Service Committee is a Quaker organization that promotes lasting peace with justice, as a practical expression of faith in action. Drawing on continuing spiritual insights and working with people of many backgrounds, we nurture the seeds of change and respect for human life that transform social relations and systems.

POSITION DESCRIPTION

TITLE: Constituent Relations Management System Manager

DEPARTMENT: Communications

JOB CATEGORY: Exempt

STATUS: Full-Time

SUPERVISOR: Web Director

REGION/UNIT: Central Office

LOCATION: Philadelphia, PA

DATE APPROVED: February 2020

SUMMARY OF PRINCIPAL RESPONSIBILITIES

Serve as primary technical, use of application, and resource support person for AFSC's online constituent relationship management (CRM) system. Provide a technical resource to AFSC's programs and/or administrative projects and active involvement throughout the implementation of projects and post production processing. Support and train CRM users throughout the organization. Maintain accuracy of constituent data stores within the online CRM system. Monitor and/or execute the integrity of data transfers between the online CRM system and other systems used for constituent data storage within the organization. Project plan and execute data imports, exports, and targeted segmentation queries for online communications. Convert CRM data into easily read reports for review - based on reports and an understanding of emerging best practices, make suggestions and implement new uses of the system to increase AFSC's online effectiveness. Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; benchmarking state-of-the-art practices; participating in professional societies.

ESSENTIAL FUNCTIONS/RESPONSIBILITIES: The key responsibilities of the Constituent Relations Management System Manager include the following:

Data Management and Hygiene

1. Manage EveryAction as AFSC's online donor and constituent database of record. Ensure data integrity. Create, maintain, and organize procedures related to data entry and database protocols.

2. Data Importing/Exporting: Work collaboratively with the Development Services Manager to validate cleanliness of data and perform imports/exports of constituent, advocacy, event, and financial data into, and out of, the e-CRM system.
3. Import data from external sources, following existing data protocols and maintaining system integrity.
4. Manage organization-wide data structure in e-CRM. Work with others to ensure data options synchronize well with Salesforce and other systems.
5. Work with Development to ensure online gifts are properly recorded in our donor database. Troubleshoot when needed.
6. Work with the Digital Fundraising Manager, Development Services Manager, and others to ensure processes are working to create accurate email and constituent lists.
7. Reconcile and verify import/export results

Staff Support & Training

1. User and role management: Create, modify, and remove all user's and roles within the eCRM System.
2. System training: Provide initial training to staff, and new-hires on an ongoing basis, for system usage
3. Learn emerging best practices in using CRMs for online fundraising, advocacy, and engagement and sharing those practices with AFSC colleagues around the world.
4. Troubleshooting: Provide first level response to user issues or problems. Most issues or problems that are user-oriented will be resolved by this position, all other issues and problems may be escalated to the appropriate administrative staff and/or software vendor help desk. Resetting user passwords when necessary.
5. Query and reports management: Provide users reports, or training, to create or modify queries and reports throughout the system
6. Lead efforts to constantly improve CRM system usability and adoption by staff. Coordinate CRM trainings, directives, procedures, and roles with cooperation with colleagues from many departments.

Management and Administration

1. Monitor system usage: Verify utilization and enterprise-wide access (subject to business need and security) and viewing of constituent information.
2. Writing CRM/database documentation, including data standards, procedures and definitions for the data dictionary (metadata).
3. Security administration: Assigning and managing overall system security, user security and account-level security.
4. Supervise temporary online CRM workers and volunteers.
5. Contribute to the overall productivity of the Communications unit; collaborating with AFSC staff in meeting the organizations program, fundraising, and communication goals; perform other duties as assigned.

MINIMUM QUALIFICATIONS

EDUCATION: Bachelor’s degree or equivalent strongly preferred. Exceptional work experience may be accepted in lieu of the degree.

EXPERIENCE: At least five years of experience working with constituent relationship management systems, such as EveryAction.

OTHER REQUIRED SKILLS AND ABILITIES:

1. Ability to generate reports that relate to online constituents and organizational goals and analyze results. Experience using business analytics tools.
2. Understanding of industry trends around database administration and CRMs, particularly in a nonprofit and advocacy setting.
3. Strongly preferred online campaign experience online fundraising, e-advocacy, and online constituency outreach.
4. Excellent planning and coordination skills needed. Demonstrated ability to assess priorities, take initiative and use judgment consistent with unit and AFSC goals. Ability to work both independently and in teams.
5. Comfort with knowledge of basic relational database concepts and creating queries.
6. Advanced skills in PC word processing, databases and spreadsheets required. Knowledge of EveryAction and/or Salesforce desirable; Microsoft Word; Access; and Excel preferred.
7. Ability to troubleshoot and effectively meet deadlines and adapt in a fast-paced environment. Demonstrated ability to perform multiple tasks and manage multiple projects.
8. Availability to work occasional evenings and weekends and to travel.
9. Demonstrated ability to work cooperatively with committees and staff and in an organization, which is characterized by a high level of consultation and in which consensus is the formal process for reaching decisions.
10. Commitment to Quaker values and testimonies. Understanding of and compatibility with the principles and philosophy of the American Friends Service Committee including non-violence and the belief in the intrinsic worth of every individual.
11. Understanding of and commitment to the principles, concerns, and considerations, of AFSC in regard to issues of race, class, nationality, religion, age, gender and sexual orientation, and disabilities. Demonstrated ability to work and communicate with diverse staff.

COMPENSATION: Salary Range 16 - Exempt - Comprehensive medical and hospitalization plan; term life, accident and salary continuation insurances, defined benefit pension plan, plus fringe benefits; participation in unemployment and worker’s compensation and social security.

The American Friends Service Committee is an Affirmative Action/Equal Opportunity Employer. Qualified persons are encouraged to apply regardless of their religious affiliation, race, age, sex, gender identity, sexual orientation or disability.

AFSC's Central Office and some of its offices in the U.S. are unionized workplaces. This position is represented.

The American Friends Service Committee is a smoke-free workplace.
