



## **Database Coordinator**

**Salary Range - \$48,000 – 52,000**

### **ABOUT TRUE PATRIOT LOVE**

True Patriot Love Foundation is Canada's national philanthropic organization supporting the military and Veteran community. Established in 2009, the Foundation has provided over \$30m in funding to community projects across all provinces and campaigned to raise awareness and support for those who serve in the Canadian Armed Forces, Veterans and their families. The Foundation provides vital funding to community-based programs across the country that assist military families and in particular the children and spouses of those who serve; support well-being during and after service; enable rehabilitation and recovery from injury; and promote re-integration into communities following service. Through these efforts, True Patriot Love has helped over 33,000 military and Veteran families in need over the past decade. And there's still so much more to do.

### **THE OPPORTUNITY**

True Patriot Love Foundation has navigated through the COVID-19 pandemic while also remaining focused on a new strategic plan which provides the framework for the organization's future growth and impact. The Database Coordinator will play a key role in ensuring supporter, event participant and program information is accurate, up-to-date and easily accessible. Reporting to the Database and Analytics Manager and working closely with the Senior Director, Brand Strategy and Communications, Development team and Programs team, the Database Coordinator will support the overall objectives of the Foundation to establish True Patriot Love as recognized leader in the sector and provide world class donor stewardship.

### **KEY RESPONSIBILITES**

- Work with the team to ensure the integrity of the database through timely data upload, verifying accuracy and relevance of data on a regular basis, including recommending process changes and implementing Salesforce enhancements if required
- Work closely with Senior Coordinator, Donor Relations & Stewardship to ensure one-time, monthly and event donors are tracked and thanked in a timely fashion
- Work with Database and Analytics Manager to prioritize data cleanup projects (both historical and present day information), review duplicates, keep constituent information up to date and work with finance and Events team on reconciliation.
- Work closely with the Database and Analytics Manager to develop and run the required reports from the database and assist in analysis/interpretation of data to identify patterns/trends
- Ongoing data entry into Salesforce, including timely entry of transactions including donations—ensure accuracy of donor data



- Work with Programs team to ensure accurate input of grant applicant and program partner data into Salesforce and update grant reports & dashboards as needed
- Assist with Quarterly reporting development to track the effectiveness of fundraising programs.
- Assist with developing data segmentation to support marketing and annual giving campaigns
- Reconcile database records of transactions including donations and event transaction with financial accounting, in partnership with Finance and Events team
- Review and monitor Salesforce integrations to ensure they are functioning at full potential
- Work closely with Database and Analytics manager to review quarterly Critical updates and enhancements for Salesforce to allow for full database optimization
- Act as Foundation lead with online donation platform AKA Raisin, ensuring all forms are user friendly and engaging

#### JOB REQUIREMENTS

- Minimum 2 years' experience in a database role, preferably in the non-profit sector
- Experience with Salesforce NPSP & Pardot
- Salesforce Administrator Certification is an asset but not a requirement
- Experience with online fundraising software
- Basic knowledge of or interest in learning some coding language (ie. Apex Code, HTML or SQL) would be an asset
- Ability to understand data structure and common methods in data transformation
- Strong attention to detail and analytical skills with the ability to collect, organise, analyse, and disseminate significant amounts of information with clear communication and accuracy
- Demonstrated strong client/customer service orientation with the ability to understand and respond to various expectations from diverse stakeholders;
- Ability to manage multiple projects with various timelines and handle competing, changing priorities
- Flexibility to attend evening and weekend events on occasion
- Passion or understanding of the Canadian military an asset

**To apply for this role**, please submit a cover letter and resume to [hr@truepatriotlove.com](mailto:hr@truepatriotlove.com) by June 30, 2021 indicating “*Database Coordinator*” in the email subject line.

Due to the current COVID-19 pandemic, all interviews will take place virtually. The incumbent will have flexibility to work remotely from home or in the Toronto office once permitted.

True Patriot Love welcomes and encourages applications from people of all abilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.



True Patriot Love thanks all applicants for their interest in the role; however, only those selected for an interview will be contacted.

**TRUE PATRIOT LOVE FOUNDATION**

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