



Database Manager Job Announcement

Date: October 2021

Reports to: Director of Membership & Communications

About Pinelands Preservation Alliance (PPA)

Pinelands Preservation Alliance is the leading voice for preserving the natural and historic resources of the New Jersey Pinelands through advocacy, constituency building, low-impact recreation, land conservation, public lands stewardship, and promoting sustainable farming. In addition to traditional advocacy, conservation and constituency-building activities, PPA operates Pinelands Adventures and Rancocas Creek Farm. Pinelands Adventures is the premier paddling outfitter in New Jersey's Pine Barrens providing paddling trips, hikes and small group bus tours featuring Pine Barrens ecology, culture and history for the public, schools and groups. Rancocas Creek Farm is a chemical-free produce farm and CSA on 72 acres of land adjoining our headquarters. Working here means working to protect a unique and fragile ecosystem that provides drinking water for millions of people, beautiful places to recreate, and habitats for globally unique communities of wildlife and plants.

PPA is dedicated to furthering justice, equity, diversity and inclusion in its staff and its work. We want everyone to know the Pinelands' natural resources are protected for the benefit of everyone. We seek to help people of all backgrounds to experience this natural treasure. More information about PPA is available at www.pinelandsalliance.org.

Database Manager

The Database Manager will operate PPA's Salsa Constituent Relationship Management (CRM) database and related applications. The Database Manager will support all aspects of the organization by providing useful information for communications, events, budgeting and analysis. This person will ensure that PPA makes the most of the CRM's capabilities for carrying out digital communications, building stronger relationships with donors and supporters, and informing plans and activities to advance PPA's mission. This position reports to the Director of Membership and Communications.

Essential Functions

The Database Manager must be able to learn, use, ensure the accuracy of, and help colleagues take full advantage of sophisticated CRM and digital communications applications. Attention to detail and the ability to manage multiple organizational needs is essential.

Specific job responsibilities of the Database Manager include:

- Learn and remain current with all processes and capabilities of PPA's Salsa CRM and digital communications applications.
- Support PPA's Director of Membership and Communications and Director of Philanthropy, and other staff when called upon, in using the CRM application to its maximum potential.
- Work with data entry staff and volunteers to ensure that all data is correctly entered into the CRM, including, for example: donations and grants; donor communications, such as personal contacts, and renewal and thank you letters; invitations and attendance for PPA events and programs; participation in activities and services, such as Pinelands Adventures trips, and volunteer interests and activities.

- Generate constituent communications, such as donor renewal and thank you letters, on a timely and accurate basis, and work with colleagues and volunteers who assist in tasks such as preparing mailings.
- Coordinate with PPA's Director of Operations and Bookkeeper to ensure the accuracy and consistency of financial information, such as donations and grants, in the CRM and accounting system.
- Create reports from the CRM system, such as mailing lists for specific purposes, donor status reports, renewal rates, and event participation.
- Develop and implement routine maintenance regime to ensure integrity of data in CRM system.
- Develop a full understanding of the online tools in Salsa Engage, and its integration with the CRM, in order to facilitate and improve PPA's ability to communicate with constituents.
- Work with the Director of Membership and Communications to develop email and social media communication processes, and to measure their results.
- Manage Salsa Engage constituent lists and ensure they are up-to-date based on data supplied by the CRM and staff.

Qualifications and Experience

- Three to five years' experience and demonstrated skill in working with CRM databases.
- A supportive, team-player approach to your colleagues, combined with the ability to work proactively and independently.
- Strong project management skills and ability to carry out multiple projects with competing deadlines.
- An interest in conservation and a commitment to PPA's mission and values.
- Commitment to further PPA's efforts to create a more just, equitable, diverse, and inclusive environment.
- Willingness to cheerfully work occasional nights and weekends when necessary.
- Great attention to detail, respect for confidentiality of information, and personal integrity.

All qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender or disability.

Salary and benefits

Expected salary is \$55,000-65,000 depending on experience. The compensation package includes access to a health insurance plan, life and disability insurance, access to a matching retirement savings plan, and generous vacation and holidays.

Work schedule

PPA staff work regular weekday schedules, plus occasional weekends and evenings.

Location: 17 Pemberton Road, Southampton NJ 08088

Start date: As soon as practicable

Employment type: Full-time

How to Apply

Interested candidates should submit a cover letter, resume and sample of a written communication to Becky Free, Director of Membership & Communications via email to becky@pinelandsalliance.org. *Submissions without a cover letter will not be considered.* The deadline for applications is open until the position is filled.