



▶ victoryjunction.org | 336.498.9055  
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Job Title: Director of Donor Services and Fundraising Database Strategy  
Job Type: Full-Time  
Job Location: On-Site, Randleman, NC  
Direct Report: Chief Development Officer  
FLSA Status: Exempt

### Introduction

Located in Randleman, NC, Victory Junction is a camp for children with serious illnesses and chronic medical conditions. Annually, Victory Junction delivers over 10,000 camp experiences through on-site and off-site programming. Because of the generosity of our donors, all these experiences are delivered at no cost to families! The strength of Victory Junction's donor database is vital for fundraising success and fundraising success is paramount for delivering camp experiences.

### Roles & Responsibilities

The Director of Donor Services and Fundraising Database Strategy is responsible for the performance, integrity and security of Victory Junctions' donor database – Raiser's Edge and Raiser's Edge NXT. Reasonable accommodations will be made to enable individuals with disabilities to perform the role of Director of Donor Services and Fundraising Database Strategy.

The successful candidate for this role sets database policy, writes database procedures and workplans, creates and supports strategies for solicitation, donor engagement, stewardship and cultivation, and will be expected to troubleshoot and discover trends and patterns – leveraging that information to tell stories from data and inform future strategies. The candidate will also:

- positively contribute to a shared Camp culture of high-standards, teamwork, respect, empowerment, and safety,
- be experienced with Blackbaud – specifically Raiser's Edge – both database view and web view, or have expertise in competing CRM's such as Salesforce, Bloomerang, Neon, DonorPerfect, or EveryAction,
- have experience managing personnel,
- have strong communication skills – both verbal and written,
- have strong experience in project management, developing specific goals/plans and prioritizing, organizing, and accomplishing work,
- have moves management experience and experience managing donor portfolios,
- recommend and implement emerging database technologies,
- have expertise in all Microsoft suite products, particularly excel (working with

spreadsheets and pivot tables),

- have experience in bulk communications, including email marketing using RE NXT or equivalent marketing design tool,
- have strong experience in utilizing peer to peer software and technology, and
- take initiative to be solution driven in a donor-centered culture of philanthropy.

Adjacent to the administration and architecture of Victory Junction's donor database, the Director will also be responsible for the management of Victory Junction's fundraising database vendor relationships including, but not limited to, a peer to peer giving platform (and any/all vendor relationships for the platform and connections back to Raiser's Edge); Double the Donation, Cognito Forms, and RE NXT Gift Management.

Working closely with other development team members, the Director of Data Management Strategy creates and executes queries, imports and exports to assist staff with direct-mail solicitations, grant-writing and other fundraising-related needs or events; creates and executes real-time, weekly and monthly reports on overall revenue, campaigns, funds and appeals; and maintains advanced knowledge of database security, backup and recovery, and performance monitoring standards.

The Director oversees a Database Specialist and works closely with the Specialist, Victory Junction's Finance team and Chief Development Officer to manage, with accuracy and timeliness, integrated processes for

- daily gift entry, gift acknowledgment, records management,
- weekly gift batch posting,
- monthly gift reconciliation and reporting on key performance indicators,
- annual audit support, and
- as needed, criteria reports for the American Camp Association (ACA) and the SeriousFun Children's Network (SFCN).

Additional roles and responsibilities include, but aren't limited to:

- creating automation for repeating database tasks,
- participation on Victory Junction's data incident response team,
- providing guidance and support for the use of the database and related applications (including orientation for all new development team members and in response to changing roles, business processes, revised procedures and database functionality),
- working with the Marketing team to help design and execute back-end functions and layout for online fundraising pages,
- writing and preparing collateral materials for Camp such as gift acknowledgement letters, yearly donor statements, mass emails, autoresponder emails, Peer to Peer Site content, etc.,
- preparing donor lists and data reports,

- creating and managing database reports, visualizations, and dashboards,
- assisting with fundraising events, camp activities and tours as needed; and
- other duties as assigned by the Chief Development Officer.

Priority consideration for success will be given to candidates who are innovative and who have some combination of

- 5+ years' experience with database architecture,
- previous nonprofit employment,
- prior development team/fundraising experience,
- previous employment experience in communications/marketing,
- Blackbaud professional certifications,
- experience with OneCause Peer to Peer Platform,
- success with Microsoft Power Automate,
- impeccable attention to detail, and
- achieved success working in a team environment – in person and remotely.

Victory Junction works in the Microsoft environment and a working knowledge of products related to Office 365 is required. The physical development office environment is an open floor plan and noise level is moderate. Please submit cover letter and resume to Frances Beasley, Chief Development Officer, at [fbeasley@victoryjunction.org](mailto:fbeasley@victoryjunction.org).