

WESTERN SYDNEY UNIVERSITY



POSITION DESCRIPTION

Position Title:	Database and CRM Coordinator
Position Number(s):	NEW
Classification:	HEW LEVEL 7
Supervisor:	Manager, Prospect Development and Research (7003914)
School/Office:	Vice-President, Public Affairs and Partnerships
Division:	Senior Vice-President and Chief Operating Officer

ABOUT WESTERN SYDNEY UNIVERSITY

Western Sydney University is a modern, forward-thinking, research-led university, located in the heart of Australia's fastest-growing, economically significant region. The University has 11 campuses in Sydney, and campuses in Ho Chi Minh City, Vietnam and Surabaya, Indonesia. Two campuses are planned in India. The University has more than 200,000 alumni, almost 50,000 students and approximately 3,500 staff.

Our Schools teach an array of programs and degrees carefully structured to meet the demands of future industry and the University is ranked in the top two per cent of universities worldwide, with over 85 per cent of its assessed research rated at 'World Standard' or above. In 2022 and 2023, the University was placed 1st worldwide and in Australia for its commitment to the United Nations' Sustainable Development Goals in the Times Higher Education (THE) University Impact Rankings.

Our Strategic Plan stipulates that, starting in Western Sydney, our students will succeed, our research will have impact and our communities will thrive through our commitment to excellence, sustainability, equity, transformation and connectedness.

The mission is driven by four strong values:

1. Boldness
2. Integrity
3. Fairness
4. Excellence

ABOUT THE SCHOOL/OFFICE

The Division of Public Affairs and Partnerships within the Operations Division amplifies the university's purpose of positive impact. We do this with, and for, our region, and collaboratively across the entire university community.

Our performance is benchmarked against our commitment to working openly, supportively, and accountably with our colleagues, communities and partners. We thrive via the generous and cohesive interdependencies of our functional areas of partnerships, public affairs, government relations, creative, alumni and advancement.

We shape our initiatives to meet the needs of our partners, rather than compel them to contort to our structures. We are receptive, flexible, and agile, recognising that positive impact is not possible via transactional relationships.

We pull in the same direction, in the interests of Western Sydney, and our globally engaged university. We are solutions focussed. We are evidence driven. We listen before we talk. We are easy to work with and we are always willing to learn and improve.

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ABOUT THE SCHOOL/OFFICE

This way of working underpins our delivery of the university's strategic initiatives, and our aim of unleashing our region's 'Unlimited Potential'.

Our culture is care orientated, equitable, open, supportive, accountable and integrity based. Our success depends upon these values, and our partners expect nothing less. We won't let them down.

POSITION PURPOSE

The Database and CRM Coordinator plays a critical role in supporting the Office of Advancement's mission to lead and implement the University's philanthropic strategy.

This position is responsible for managing and optimising the Advancement CRM (Raiser's Edge) system to ensure accurate, efficient, and strategic data management, enabling the University to foster strong relationships with donors, alumni, and stakeholders.

The role involves maintaining data integrity, developing workflows, processes, systems, and reports, and providing insights to inform fundraising strategies and campaigns. Working closely with the Advancement team, the Database and CRM Coordinator ensures that the CRM system supports the cultivation, solicitation, and stewardship of donors, enhancing the University's ability to secure philanthropic support.

By leveraging expertise in database management and data analytics, the Database and CRM Coordinator contributes to the success of the University's philanthropic strategy, ensuring that the Office of Advancement has the tools and insights needed to build lasting partnerships that advance the University's mission and goals.

Subject to the University's operational requirements, the incumbent may have an opportunity to express interest in working overseas, either with a strategic partner or at an overseas campus for a fixed period of time.

KEY RELATIONSHIPS

This position reports to the Manager, Prospect Development and Research.

This position has no supervisory responsibilities

Success in the role will be dependent on developing and maintaining positive relationships with:

1. The Executive Director, Advancement
2. Annual Giving Manager
3. The Prospect Manager
4. Advancement Office colleagues
5. Division of Public Affairs and Partnerships colleagues
6. Competitive Intelligence and Analytics colleagues



MAIN DUTIES AND RESPONSIBILITIES

1. Database Management

- Oversee the day-to-day operation and maintenance of the Advancement CRM system, ensuring accuracy, consistency, and security of donor and stakeholder data.
- Perform regular data cleansing and audits to maintain data integrity and compliance with privacy and data protection regulations.
- Implement policies and procedures for effective database management and usage.

2. CRM Optimisation

- Customize and configure the CRM system to align with the University's fundraising strategies and goals.
- Design and maintain workflows, templates, and automated processes to support donor cultivation, solicitation, and stewardship activities.
- Collaborate with stakeholders to identify CRM system enhancements and implement updates or upgrades as needed.

3. Reporting and Analytics

- Generate and deliver regular reports and dashboards to track fundraising performance, donor engagement, and campaign outcomes.
- Provide data analysis and insights to inform strategic decision-making, including prospect research, segmentation, and forecasting.
- Support the preparation of reports for senior leadership, highlighting key metrics and trends.

4. User Support and Training

- Serve as the primary point of contact for CRM-related inquiries and troubleshooting.
- Provide training and support to staff to ensure effective use of the CRM system.
- Develop and maintain user guides, training materials, and best practices for CRM usage.

5. Collaboration and Stakeholder Engagement

- Work closely with staff and other stakeholders to support their data and reporting needs.
- Partner with IT and external vendors to ensure the CRM system is integrated with other University systems and platforms.
- Participate in cross-functional projects that involve data management and CRM solutions.

6. Compliance and Risk Management

- Ensure all database activities comply with relevant legislation, including privacy laws and the University's data governance policies.
- Safeguard sensitive donor and stakeholder information by implementing and maintaining data security protocols.
- Monitor and address any risks related to database operations or CRM system performance.

7. Continuous Improvement

- Stay current with trends and best practices in CRM systems and database management in the higher education and philanthropy sectors.
- Proactively identify opportunities to improve data processes, system functionality, and user experience.

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MAIN DUTIES AND RESPONSIBILITIES

- Contribute to the overall effectiveness and efficiency of the Office of Advancement through innovation and collaboration.
- 8. Undertake other duties as directed**
- Other duties relevant to the classification level.

QUALIFICATIONS, EXPERIENCE AND SKILLS

1. Degree in Business Administration, Information Technology, Non-Profit Management, or a related field or an equivalent combination of relevant experience and training.
2. Demonstrated success in coordinating or managing fundraising projects, campaigns, or initiatives, preferably in a non-profit or educational setting.
3. Demonstrated experience cultivating and maintaining relationships with donors, alumni, faculty, and staff through effective communication and understanding their motivations.
4. Ability to organise and manage multiple projects simultaneously, utilising project management tools and software effectively.
5. Experience working collaboratively with diverse teams such as marketing, finance, and external partners.
6. Strong analytical skills to assess fundraising trends and effectiveness, identifying problems and implementing solutions promptly.
7. Passion for the university's mission, proactive and self-starting attitude, creativity in fundraising approaches, and adaptability to a dynamic environment.

UNIVERSITY EXPECTATIONS

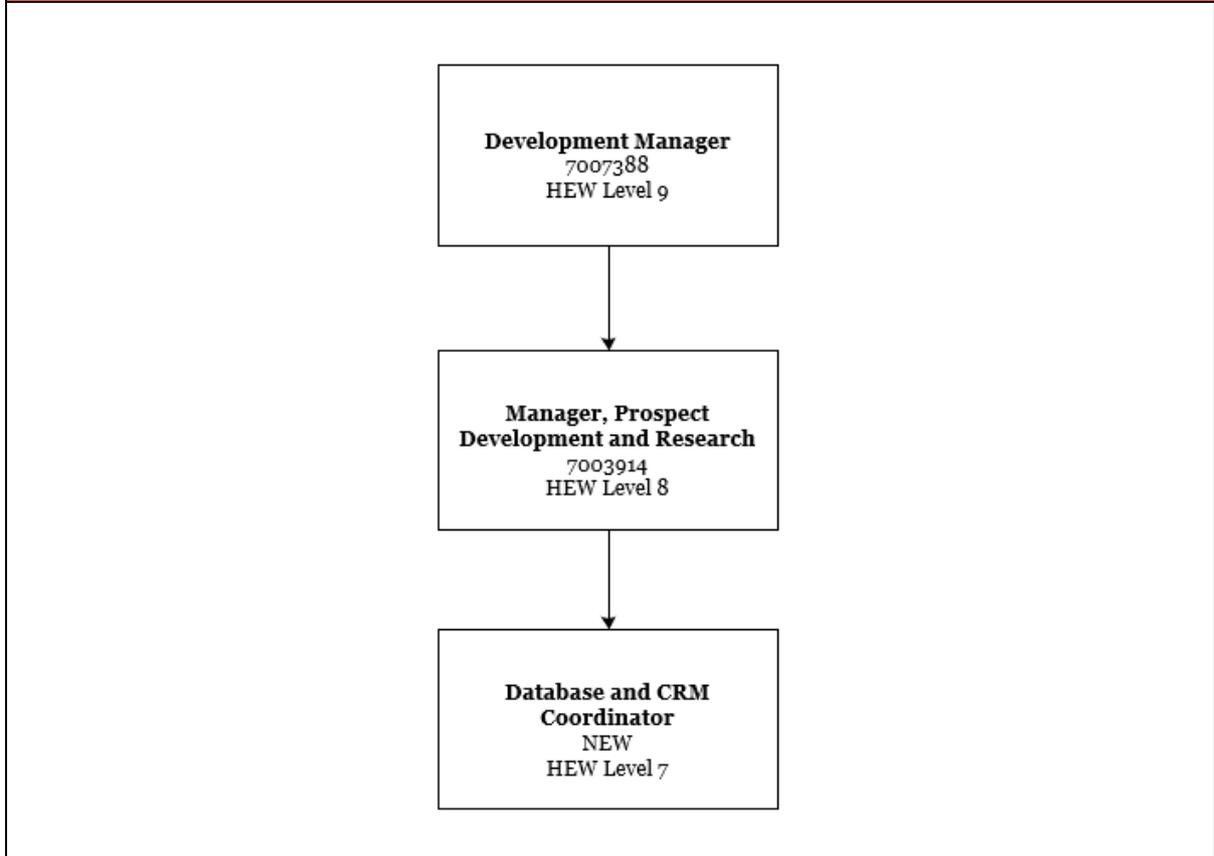
Ensure you are aware of and comply with legislation and University policies and procedures relevant to the duties undertaken including, but not limited to:

- [Code of Conduct](#);
- [Work Health and Safety and Wellbeing Management System](#);
- [Western Sydney University Professional Staff Agreement 2022](#);
- Anti-Discrimination principles, Equal Employment Opportunity and staff and student equity.

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ORGANISATIONAL CHART



Position Description approved by:	SHRP
Date:	25.1.25
Position Description last reviewed by:	HR Advisor
Date:	25.1.25