

Job status: Part Time- Contract
Position reports to: CFO
Current hourly: \$30.00
Work week: Remote/Flexible

The database analyst position main responsibilities are to develop and maintain a consistent, relevant, user-friendly, appropriately segmented contact management system, by updating the existing KQCM databases and by utilizing and improving the CRM protocols at KQCM.

This position is currently a contract position for approximately 20 hours each week. The scope of work is generally completed remotely but also offers opportunities to work in the Museum.

****Timeline estimates are based on approximately 40,000 total records and depends on how quickly reviews and changes can be identified and made, and how fast the system can move.*

Part I: Clean Up

Completion deadline: 3-4 months (12-16 weeks based on 20hrs per week)

- Work with Marketing, Development and Technology departments to learn and understand existing systems, BlackBaud and Altru.
- Study and understand KQCM's existing database protocols.
 - Work with all departments to understand needs, and update and further develop existing protocols accordingly.
 - Fully implement and educate teams around the database protocols.
- Complete a full-scale review and cleanup of existing database systems:
 - Following database protocols, scrub each contact to ensure accuracy and consistency in all nomenclature, spelling and conventions.
 - Scrub database for DNC (do not contact) and ensure DNC + Unsubscribes are updated on an ongoing basis.
 - Scrub database against duplications and inaccuracies.
 - Make notes on and research any inconsistencies, oddities or surprises within and among the contacts; work with team members to follow up and ensure accurate data.

Part II: Segmentation

Completion deadline: 4-6 weeks (approximately 80-120 hours total @ 20 hours per week)

- Work with Marketing, Communications, Development, Membership, and other relevant departments to develop a logical and user-friendly segmentation system for all contacts within the database.
- Share findings and learnings from the cleanup process that will help build this segmentation system.
- Segmentation system should be based on communication and outreach goals, as relevant to demographics and psychographics of each contact and segments of contacts.
 - Help determine segments based on types and frequency of communication and outreach.
 - Examples might include: Donors divided into separate tiers and interests, various age-based groupings from 0-8 years old, teachers and school groupings, etc.
- Implement the segmentation system by creating the queries and groupings in the systems and performing the tagging as necessary. Most contacts will have at least 1-2 tags, possibly more.

Part III: Maintenance

Ongoing

- Assume the role of “resident expert” regarding all-things CRM, database, and analytics at KQCM.
- Be the center of knowledge in this area. Watch videos. Attend seminars. Support all departments.
- Use the protocols in place and as further developed through PART I and PART II to maintain the database going forward. Ensure all teams have a good understanding of the protocols and are using them within their departments and as a larger team.
- Build and develop various reports that can easily be run by team members, and help support the analytics analysis, including metrics by which success can be measured in terms of communications, outreach, fundraising, events, etc.
- Ultimate accomplishment will be the creation of a Standard Operating Procedure document.

Preferred Qualifications

- Broad knowledge and experience in database management
- Experience with Altru or Blackbaud products
- Expertise in use of Excel spreadsheets
- Competence in query and report building
- Excellent skills in existing database cleanup
- Thoughtful verbal communicator

KQCM is a non-profit that offers a unique, fun work environment where curiosity and creativity are encouraged.

KQCM is an equal opportunity employer and is committed to workforce diversity. People of color and any self-identification are encouraged to apply.
We are a dog-friendly office.

Our mission is to create learning through the power of play and exploration that connects children to their communities and the world.

To learn more visit kidsquestmuseum.org
Applications can be submitted to jobs@kidsquestmuseum.org