



Job Posting: Database Administrator

ARZA Canada

Vision

For our Reform Jewish Canadian community to have a strong connection to Israel as our spiritual home and have meaningful bonds with our Reform colleagues and congregations in Israel.

Mission

As an affiliate of the Reform Jewish Community of Canada (RJCC), ARZA Canada is committed to the ideals of progressive Zionism. ARZA Canada represents the Reform Jewish community on issues that impact Israel and Zionism. We engage our congregations and members through education, programming, advocacy, support for study in Israel and promotion of travel to Israel.

The Position

We are seeking a **Database Administrator** who will maintain the organization's Customer Relationship Management (CRM) system and implement our marketing strategy through email newsletters. **This position is part-time, approximately 4-5 hours per week, and the workplace is virtual with occasional requirements for in-person meetings in Toronto. The hours will be minimal until downloading of data from synagogues takes place from approximately November through January of each year.**

The purpose of this role is to manage existing members and donors and ensure dues and donations are tracked. The database coordinator will ensure that all data in the CRM system is accurate, and we are interacting with our members and donors in the most optimal manner. This position requires a thorough understanding of how a CRM system should and can be utilized in a non-profit organization for maximum marketing impact.

ARZA Canada currently leverages NeonCRM for our needs; we require an individual who has extensive experience in managing databases for non-profit organizations and can quickly learn this system. Our system has approximately 7,000 accounts.

Responsibilities

- Uploading of approximately 20 spreadsheets (mostly during November through January of each year).
- Regular member and donor management including management of member portal, email communications and campaigns, and uploading of data.
- CRM configuration / user setup / settings management; including data field creation.
- Building and producing reports.
- Troubleshooting CRM system issues with NeonCRM and other partners.
- Ensuring data accuracy and completeness.
- Email Communication campaigns: build, deploy, monitor, and report
 - Member/donor segmentation for email targeting.
 - Program, test, schedule and deploy consumer facing emails within tight deadlines.
- Other administrative duties as assigned by the President.

Knowledge, Skills, Abilities and Competencies

- Proficiency at manipulating and coordinating spreadsheets. The spreadsheets will have to be re-configured several times to match the upload requirements of the database.
- Proficiency with formulas including VLOOKUP; CONCATENATE; COUNTIF; TRIM; MATCH and similar functions.
- High attention to detail and excellent organizational skills, adhering to deadlines while ensuring accuracy.
- Excellent written and verbal communication skills.
- Strong analytical skills and ability to interpret and communicate data.
- Ability to anticipate reporting configurations that will be relevant to ARZA Canada's continuing analysis of member and donor data.
- Excellent creative thinking skills with emphasis on developing innovative solutions to complex problems that may not have one clear answer.
- Ability to work in changing environments and shift priorities when needed.
- Positive attitude and demeanor, with demonstrated ability to work collaboratively.

Minimum Qualifications

- Bachelor's Degree in Business, Mathematics, Statistics, Marketing, or related field
- Proficient in Excel.
- Experience in customer relationship management (CRM) (2+ years)
- Basic Understanding of HTML and CSS
- Experience in Google Analytics reporting and UTM tagging.

Rate: \$25/hour

Please send your cover letter and resume to Lee Weisser, President, ARZA Canada at: president@arzacanada.org by August 15, 2022.