



DATA ANALYTICS AND DATABASE MANAGER

Houston Parks Board's (HPB) mission is to expand, improve, and protect parks and greenspace in the Houston region. Since 1976, the 501(c)(3) not-for-profit organization has utilized public-private partnerships and its extensive philanthropic, government, and community relationships to create an interconnected network of parks, trails, and greenspace for a more resilient and equitable Houston region.

Houston Parks Board reached a significant milestone with substantial completion of the boldest and most exciting capital project in its history: Bayou Greenways. This ambitious \$225M project significantly expanded and enhanced Houston's parks system, creating a continuous trail network within the city limits of over 150 miles of linear parks and trails along Houston's bayous. In addition to leading the transformational Bayou Greenways initiative, Houston Parks Board cares for more than 2,800 acres of greenspace and supports park projects large and small.

HPB has undergone years of intensive planning to determine its next steps and is setting the stage for a major campaign. Our strategic plan calls for HPB to be a leading voice for parks and greenspace in our region, elevating our thought leadership to expand our impact. To achieve this, we will raise awareness of the work of HPB, evaluate the organization's identity to better convey who we are, and elevate the organization's profile.

More information on Houston Parks Board and its initiatives is available at: www.houstonparksboard.org.

JOB OVERVIEW

The Data Analytics and Database Manager supports the development department's needs with data analytics, performance metrics, and segmentation from the CRM (Raiser's Edge) by providing data-driven insights, data visualization, and analytical solutions. The Manager is also responsible for the organization's donor database (Raiser's Edge) and all administrative aspects of the development department. This position will report to the Senior Director of Development.

DUTIES AND RESPONSIBILITIES:


- Generate reports to measure results of membership campaigns, and overall membership retention and growth
- Monitor progress towards revenue goals and provide reports for leadership
- Tracks and supports giving strategy and stewardship for HPB Board of Directors and Committee members
- Assists in identifying and researching prospective individual donors
- In support of strategic plans, builds, conducts, and completes data analytics in

- multiple areas, including Development and Donor Stewardship
- Collects and analyzes data from various sources and databases and presents the appropriate metrics/measurements, tools, and models based on data collected
- Produces informative reports and presentations with data visualization
- Monitors and tracks donor engagement measures
- Manages portfolio moves, prospect activities, and conducts additional analysis as needed
- Chief responsibility for the Raiser's Edge donor database (NXT and RE Database view)
- Monitors the preparation of timely donor acknowledgement letters/tax receipts
- Run reports as needed for the President & CEO, Development Team, Finance, and others
- Manage Data Entry (position) and ensure timely and accurate data entry
- In coordination with the Senior Director of Development and the Donor Stewardship & Engagement Manager, help manage the production and mailing of all appeals
- For fundraising events, accept and track RSVPs, maintain guest lists, assist in set-up and registration, assist with post-event details, and other duties as needed
- Manage portions of the HPB website for fundraising purposes, including creating and posting content, donor forms, etc.
- Undertake various other organizational administrative duties as assigned

DESIRED EXPERIENCE/SKILLS:

- Proficiency with Raiser's Edge, at least three (3) years' experience with NXT & RE Database view
- Proficiency in Microsoft Office Suite, including SharePoint, Word, Excel, and PowerPoint
- Experience with Microsoft Teams and data visualization tools such as Power BI+ or Tableau is a plus
- A minimum of three (3) years' experience in an administrative position, preferably in a not-for-profit development office
- Excellent verbal and written communication skills
- Take ownership and be proactive in maintaining a functional and accurate database system
- Ability to organize and prioritize work
- Ability to work independently with little supervision, but also as a member of a team
- Excellent work ethic
- Strong attention to detail

BENEFITS:

This is a salary-exempt position. The range is \$75,000 - \$80,000 based on experience. HPB provides a competitive benefits package including medical, dental, vision, and life insurance, and a 403b retirement plan.  This is a hybrid position, with three days of the work week in the HPB office.

TO APPLY:

Please visit: <https://recruiting.paylocity.com/recruiting/jobs/Details/3508764/Houston-Parks-Board/Data-Analytics-and-Database-Manager>