

Position Description

Position Title: Coordinator, Database

Report To: Director, Operations

Type: Full-Time Non-Exempt (1 FTE)



A. PURPOSE OF POSITION:

To assist USTA Northern in its mission to promote and develop the growth of tennis by playing a crucial role in creating, maintaining, organizing, and optimizing our database systems to ensure efficient data management. This position will contribute directly to the success of our nonprofit by supporting various departments in leveraging data for strategic decision-making, customer engagement, program development and evaluation of impact.

B. MAJOR RESPONSIBILITIES:

1. Database Management
 - a. Oversee the day-to-day management of the organization's databases, ensuring the accuracy, completeness, and security of all data.
 - b. Regularly update and maintain records, including donors, volunteers, program participants, and providers.
 - c. Implement and enforce data quality standards and protocols.
2. Data Entry and Maintenance
 - a. Perform data entry tasks, including manual entry and the development of automation for routine processes.
 - b. Manage and enter contact information used for email marketing.
 - c. Conduct regular data audits to identify and rectify inconsistencies or errors.
3. Reporting and Analysis
 - a. Generate and provide regular reports to various departments based on their data needs.
 - b. Run queries (SQL)
 - c. Assist in analyzing data to identify trends, patterns, and opportunities for improvement.
4. Customer Relationship Management
 - a. Collaborate with the sales team to manage donor information and ensure accurate tracking of contributions.
 - b. Create systems for better understanding our customer engagement with various programs and services.
5. Training and Support
 - a. Provide training and support to staff members on database usage and best practices.
 - b. Responsible for documentation of process and internal process.
 - c. Act as the go-to person for database-related inquiries and troubleshooting.
6. Integration and Upgrades
 - a. Work closely with the Director of Operations and other relevant departments to integrate database systems with other organizational tools and platforms.

- b. Stay informed about updates and advancements in database technology, recommending upgrades when necessary.

C. KEY PERFORMANCE INDICATORS:

1. Data Accuracy and Integrity
 - a. Maintain a data accuracy rate of at least 98% in the organization's databases.
 - b. Measurement: Regularly conduct data audits to identify and rectify errors, ensuring accurate and up-to-date information.
2. Reporting Accuracy and Timeliness
 - a. Generate and distribute reports to relevant departments within established timeframes.
 - b. Measurement: Evaluate the accuracy of reports and adherence to reporting schedules.
3. Training Effectiveness
 - a. Ensure that 90% of staff members demonstrate proficiency in database usage after training.
 - b. Measurement: Conduct surveys or assessments to evaluate staff members' understanding and application of database procedures.

D. SUPERVISORY RESPONSIBILITY:

Not applicable

E. INTERNAL RELATIONSHIPS:

USTA Northern staff and volunteers, USTA National staff

F. EXTERNAL RELATIONSHIPS:

USTA Members and Donors, Database Vendors, and Technical Support

G. TRAVEL DEMANDS:

Required – Meetings and events throughout the Northern section (MN, ND, SD, and western WI) as needed.

Possible – National travel to USTA meetings and conferences as budget allows.

H. DESIRED QUALIFICATIONS:

1. Bachelor's degree in Information Technology, Database Management, or similar experience in a related field.
2. Proven experience in database management, preferably in a nonprofit or similar setting.
3. Strong proficiency in database software (e.g., Salesforce, Zendesk, Tableau) and Microsoft Excel.
4. Excellent attention to detail and organizational skills.
5. Ability to work collaboratively in a team environment.
6. Strong communication skills and the ability to convey technical concepts to non-technical staff.

I. PHYSICAL DEMANDS AND WORK ENVIRONMENT:

The physical demands described here are representative of those that must be met by an employee to perform the essential functions of this position successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

While performing the duties of this position, the employee is regularly required to talk or hear. The employee must frequently use hands or fingers and handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit, and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate. Environmental conditions of outdoor events/work environments may vary, ie: Low/High temperatures.