

POSITION DESCRIPTION

Supporter Data & CRM Specialist

POSITION DETAILS			
Directorate	Fundraising & Partnerships		
Position reports to	CRM Lead		
Direct reports	NIL		
Location	Richmond	Date approved	August 2026

Purpose of the position

The Supporter Data & CRM Specialist is RFDS Victoria's Raiser's Edge NXT configuration specialist, responsible for designing, building and optimising CRM-native capability that supports fundraising operations. Working within the governance framework established by the CRM Lead, the role translates fundraising and supporter experience requirements into scalable CRM solutions through configuration, workflow design, data structures, segmentation and validation controls. The role focuses on the effective use and continuous improvement of Raiser's Edge NXT.

Key Accountabilities	
Knowledge, Skills and Experience	- Configure and maintain Raiser's Edge NXT data structures, attributes, code tables, field definitions and record hierarchies in accordance with approved data standards and governance requirements. - Design and maintain Raiser's Edge NXT monitoring and validation frameworks that detect data quality issues, standards breaches and process failures at source. Investigate identified issues through root cause analysis, determine corrective actions and implement approved CRM configuration, workflow or data remediation changes that improve data integrity and reduce future exceptions. - Design, build, test and maintain source-to-CRM mapping specifications and import frameworks that ensure supporter and fundraising data is captured consistently and accurately. Develop import procedures and provide technical guidance to support operational teams in executing approved import processes. - Act as the Raiser's Edge NXT technical specialist for how new fundraising products, campaigns, appeals, stewardship activities and engagement initiatives are represented within the CRM, ensuring configuration aligns with approved business requirements and data standards. - Design and maintain segmentation frameworks, audience selection logic, suppression logic and campaign targeting structures that support fundraising activity and supporter engagement. - Perform approved technical data operations, including global changes, bulk updates, merges, coding and attribute maintenance, in line with the CRM Lead's approval and the agreed data structures, so bulk changes are applied safely and underpin reliable segmentation, reporting and supporter management. - Design and build Raiser's Edge NXT native workflows, templates, saved views, validation controls and user experiences that streamline fundraising operations, improve data quality and reduce reliance on manual processes.

	- Identify opportunities to improve fundraising operations through CRM configuration, workflow design and platform optimisation, referring integration and automation opportunities to the Integration & Automation Lead. - Monitor platform performance and usability, investigate systemic issues and recommend configuration improvements that enhance scalability, reliability and adoption of Raiser's Edge NXT. - This position may require travel to RFDS locations from time to time.
Key Stakeholders	Internal - Director, Supporter Experience & Growth Enablement - CRM Lead - Integration & Automation Lead and Supporter Experience Lead - Fundraising & Partnerships program teams External - Blackbaud

Key Selection Criteria	
Knowledge, Skills, and Experience	Expertise and Depth of Knowledge: Extensive knowledge and expertise in their specific domain, demonstrated through education, certifications, and practical experience. Ability to provide accurate and insightful guidance based on their comprehensive understanding of the subject matter. Organisational Skills: Ability to manage multiple tasks to prioritise workload effectively. This includes keeping accurate records, maintaining schedules, and ensuring that all tasks are completed in a timely manner. Attention to Detail: Effective oral and written communication skills demonstrated through strong interpersonal skills to interact professionally with clients, stakeholders, and team members. This includes the ability to listen actively and respond appropriately to queries and requests. Analytical and Problem-Solving Abilities: Ability to analyse data, identify trends, and solve problems enabling them to assess situations, make informed decisions, and implement effective solutions. A willingness to think differently, gather information and evaluate different approaches, by applying critical thinking to optimise processes and outcomes.
Qualifications and Experience	- At least three years' experience in a CRM, supporter data or data-operations role, including hands-on experience with a fundraising or membership CRM (Raiser's Edge / RE NXT is essential). A relevant qualification in data, information systems, marketing or a related field, or equivalent demonstrable experience. - Demonstrated experience building segmented audiences and data extractions, using CRM, with the ability to interpret requirements and deliver accurate results.

	3. Demonstrated experience designing field-level data mapping between source systems and a CRM, specifying translation and validation rules, and building, testing and maintaining the import profiles that apply it. 4. Exceptional attention to detail and accuracy, with demonstrated experience maintaining data quality, accuracy and compliance within a CRM environment. 5. Advanced Microsoft Excel skills, including working with complex large datasets, data validation and reporting. validate and reconcile high volumes of data accurately and efficiently. SQL knowledge is desirable. 6. Experience in a community-health, charity or not-for-profit environment is advantageous.
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Checks, Licenses & Registration

Probity checks must be completed as indicated below:

It is the responsibility of both the Manager and Incumbent(s) of the role to ensure the employee(s) performing the role meet relevant requirements of Professional Standards/Codes of Conduct imposed by AHPRA, National Boards, or under Industry Codes.

☒ National Police Check/Criminal Record Check [Mandatory]	☐ Drivers License [required for travel to RFDS locations]
☐ Working with Children Check	☐ Discipline Specific Vaccination – Covid (3 doses)
☐ Professional Registration Choose an item.	☐ Discipline Specific Vaccination-Influenza
☒ Evidence of Right to Work in Australia [Mandatory]	☐ Discipline Specific Vaccination-Hep B or other

Important information

All Royal Flying Doctor Service of Victoria employees are mutually responsible for the success of the organisation.

The organisation is committed to creating an environment in which all employees can realise their full potential. In return all RFDS Victoria employees are expected to make contributions that positively impact our customers, our patients, our communities, our business and each other.

Therefore, employees are expected to meet their obligations under the relevant policies related but not limited to Child Safety and Workplace Health & Safety.