

Customer Relationship Management (CRM) Data Analyst

- I. **Ministerial Position:** Customer Relationship Management Data Analyst (CRM Data Analyst)
- II. **Reporting Relationship:**
The CRM Data Analyst reports to the CFO.
- III. **Ministerial Category:** Part-time Support Staff
- IV. **Ministerial Summary:**
The CRM Data Analyst will serve as the primary steward of donor and constituent information to impact lives for eternity through God's word, creation, adventure programming and warm Christian fellowship.
- V. **Ministry Responsibilities**
 - A. Fundraising Analytics & Reporting
 - a) Develop and maintain fundraising dashboards, reports, and key performance indicators (KPIs).
 - b) Analyze donor acquisition, retention, reactivation, and upgrade trends.
 - c) Track and report campaign performance across annual giving, major gifts, planned giving, grants, and special events.
 - d) Produce monthly, quarterly, and annual fundraising reports for leadership and the Board of Directors.
 - e) Support budgeting, forecasting, and fundraising goal tracking.
 - B. Donor Insights & Segmentation
 - a) Develop donor segmentation models to support targeted cultivation and solicitation strategies.
 - b) Identify trends in donor behavior, giving patterns, and engagement.
 - c) Support prospect identification and donor pipeline management.
 - d) Assist development officers in prioritizing donor portfolios through data analysis and reporting.
 - e) Provide recommendations to improve donor retention, engagement, and lifetime value.
 - C. Business Intelligence & Strategy Support
 - a) Partner with leadership to evaluate fundraising initiatives and campaign effectiveness.
 - b) Create data visualizations and dashboards that communicate fundraising results and trends.
 - c) Develop and maintain project workflows.
 - d) Support strategic planning through predictive and historical fundraising analysis.
 - e) Recommend improvements to data collection practices and reporting processes.



D. User Support Training

- a) Serve as an internal resource for CRM reporting and data-related questions.
- b) Train staff on CRM best practices and data standards.
- c) Develop and maintain CRM documentation, procedures, and reporting guides.
- d) Support user adoption and continuous improvement of CRM systems and processes.

E. Any other reasonable duties and responsibilities assigned by the CFO (Hebrews 13:17, 1Peter 2:13)

VI. Essential Qualifications

- A. Agreement with the theological positions of Fort Wilderness Ministries (2Tim 3:16-17, John 1:1-14, Col 1:14, 1 Cor 15:13-18)
- B. The CRM Data Analyst will exemplify the following characteristics 1) strong professing Christian (Romans 5:8, 10-11) whose character is proven (1 Timothy 3:8-13) 2) a role model of Christ in everything they do (1 John 3:18) 3) believe in the authority of scripture (2 Timothy 3:16) 4) use their ministry as an example of Christ and draw others closer to Him (1 Cor 13, Phil 2:1-4) 5) accountable in relationship with others (Galatians 6:1-5)
- C. Agrees with and has signed the Statement of Belief and Support and the Lifestyle Commitment. Understands that serious violation of these statements could be cause for dismissal. Agrees that incompetence in performing this role, insubordination to ministry leadership, or immoral behavior would constitute reasonable cause for immediate dismissal and termination of this employment with Fort Wilderness.
- D. Demonstrates a Christian lifestyle that reflects the Biblical perspective of integrity and appropriate personal and family relationships, business conduct with a desire and commitment for spiritual growth and development in your walk with Christ through prayer, God's word and lifestyle which honors Him. (Luke 6:40)
- E. Demonstrates the characteristics to fulfill Fort's purpose/mission through using Fort's core values (God's Word, creation, adventure programs and warm Christian fellowship)
- F. Bachelor's degree in Business, Data Analytics, Information Systems, Nonprofit Management, Statistics, or related field.
- G. Three or more years of experience managing and analyzing fundraising or constituent data.
- H. Experience with nonprofit CRM systems such as Salesforce Nonprofit Cloud, Blackbaud Raiser's Edge, Bloomerang, DonorPerfect, Virtuous, Neon CRM, or similar platforms.
- I. Advanced proficiency in Excel and data analysis tools.
- J. Experience creating reports, dashboards, and data visualizations.
- K. Strong analytical, organizational, and problem-solving skills.
- L. Excellent written and verbal communication skills.



- M. Support from a sending church and ongoing participation in a local church with a desire and commitment for spiritual growth and development in your walk with Christ through prayer, God's word and lifestyle which honors Him.

VII. Working Conditions—ability to:

- A. Work in a fast-paced environment
B. Have and maintain an insurable driving record to drive Fort wilderness vehicles.

Acknowledgement

I have read and received a copy of my job description. This position description supersedes previous descriptions and verbal communications. I understand that I am expected to follow my job as is outlined above and if I have any questions or concerns about what is expected of me, I will speak with my immediate supervisor. I also understand that the statements above are intended to describe the general nature and level of work being performed by me and are not to be construed as an exhaustive list of responsibilities, duties, and skills required for this role. I may perform other related tasks under the direction of my supervisor. I agree to follow policies and procedures included in the Employee Handbook.

Employee Printed Name: _____ Date: _____

Employee Signature: _____

Supervisor Printed Name: _____ Date: _____

Supervisor Signature: _____