Position Title: Director, Database & Technology

FLSA Classification: Full-time/Exempt

Reports To: Vice President of Finance & Operations

Job Summary:

The Director, Database & Technology provides strategic leadership and hands-on management of South Arts' cloud-based software, applications, and databases. The role oversees the organization's IT infrastructure including hardware, software, and vendor relationships ensuring secure, scalable, and mission-aligned technology solutions. Working closely with fundraising, programs, and communications teams, the Director leads the development of integrated systems (most notably Salesforce) to support data-driven decision-making and operational efficiency. This position blends the responsibilities of a technical project manager, systems administrator, database analyst, and architect, with a strong emphasis on innovation, collaboration, ethical AI adoption, and long-term planning.

Company Requirements:

- Support the overall mission of the organization.
- Support progress toward achieving the current strategic plan.
- Support Diversity, Equity, Inclusion, and Accessibility (DEIA) initiatives.
- Assist customers and constituents in a professional and timely manner.
- Lead budget planning and program forecasting for relevant areas of responsibility.
- Travel and field work in the region, as required for the position.
- Accept job responsibility modifications as needed for alignment with funding, program, or strategic plan changes.
- Other duties as assigned to successfully implement responsibilities.

Responsibilities:

- Provide oversight and strategic direction for the Database & Technology function, including budgeting, procurement, and maintenance of IT and data systems, policies, procedures, and guidelines.
- Lead organizational data and database architecture to ensure systems are scalable, secure, and aligned with South Arts' mission and strategic goals.
- Champion technologies that enhance organizational efficiency, including responsible AI adoption.
- Collaborate cross-functionally to identify data needs and deliver tailored analytical reports and dashboards.
- Gather and evaluate requests for system improvements; implement enhancements in collaboration with stakeholders.

- Plan and conduct staff training on technology systems and data tools; maintain resources to support ongoing learning and adoption.
- Promote a culture of data-informed decision-making across programs, fundraising, and operations.
- Represent South Arts in professional communities (e.g., Salesforce Nonprofit Dreamin', Technology Association of Grantmakers) to stay informed of emerging trends and share insights.
- Support a hybrid work environment by ensuring secure, reliable access to systems for remote and on-site staff.

Technology

- Manage IT infrastructure, hardware, software licenses, and applications across in-office and remote environments.
- Oversee maintenance and procurement for computers and peripheral devices.
- Manage relationships with third-party IT vendors and service providers.
- Serve as primary system administrator for cloud-based applications (e.g., Microsoft 365, Asana, Zoom, Slack).
- Provide technical support and troubleshooting for staff across platforms and devices.
- Monitor system performance, user access, and software updates to ensure reliability and security.
- Ensure ethical and secure use of AI technologies in alignment with organizational values and data governance policies.
- Handle administrative functions such as user provisioning, license management, and routine system tasks for cloud-based applications.

Salesforce Implementation & Project Management

- Provide strategic leadership and architectural oversight of Salesforce to meet evolving organizational needs.
- Manage development of a unified CRM integrating financial, fundraising, communications, and grants management functions.
- Lead cross-departmental collaboration to define business requirements, design scalable solutions, and implement enhancements.
- Oversee strategic use of Marketing Cloud Account Engagement to support communications and donor engagement.
- Coordinate project timelines and budgets; align initiatives with organizational goals.
- Vet, hire, and manage technical consultants and contractors; serve as liaison for Salesforce vendors and partners.
- Facilitate change management and staff engagement to drive adoption of new features and workflows.
- Maintain architectural documentation, data governance policies, and internal guidelines to ensure system integrity and sustainability.
- Plan for platform upgrades, seasonal releases, and long-term strategy.

- Implement and enforce data security policies, including user access controls and field-level security.
- Participate in taskforces and working groups to develop data-driven solutions that improve efficiency.
- Provide regular updates to leadership on system status, enhancements, and strategic opportunities.

Salesforce Administrator

- Serve as primary Salesforce administrator: user management, page layouts, reports and dashboards, and field-level configurations.
- Manage routine Salesforce maintenance to ensure stability and performance.
- Support staff with troubleshooting, user access issues, and general Salesforce inquiries.
- Identify and install appropriate AppExchange apps (e.g., event management, mass email, donation handling).
- Train new users and provide ongoing support to grow Salesforce proficiency.
- Monitor and maintain data integrity through audits, deduplication (e.g., Duplicate Check), and validation processes.
- Manage data imports and exports, ensuring accuracy and consistency across systems.
- Oversee regular data backups and maintain disaster recovery protocols.
- Maintain documentation of configurations, user guides, and administrative procedures.
- Coordinate seasonal releases, updates, and long-term planning to ensure smooth transitions and system alignment.

Qualifications:

Education:

- Bachelor's degree in a relevant field is required.

Experience:

- Minimum 5 years of experience as a Salesforce Administrator; experience with system architecture and platform development strongly preferred.
- Salesforce certifications preferred (e.g., Administrator ADM201/ADM211, Nonprofit Cloud/NPSP, Platform App Builder, Data Architecture).
- Additional certifications in IT, cybersecurity, or cloud platforms considered a plus.

Knowledge:

- A documented history of successful project completion.
- A demonstrated ability to understand and articulate complex processes.
- Experience providing excellent technical support to staff and other constituents.
- A demonstrated ability to evaluate and prioritize information gathered from multiple sources and reconcile conflicts.
- Strong Salesforce interest and ability to quickly master new technology.

- Strong understanding of the Salesforce platform, with the ability to build custom apps and objects, formula fields, processes, custom views, and other content of intermediate complexity preferred.
- Strong understanding of Salesforce best practices and functionality preferred.
- Experience with nonprofit processes preferred.
- Excellent project management skills and a positive attitude; ability to meet deadlines and prioritize concurrent request.
- Demonstrated ability to meet deadlines, and handle and prioritize simultaneous requests
- Creative and analytical thinker with strong problem-solving skills across all levels of the organization.
- Demonstrated ability to communicate effectively verbally and in writing with all levels of the organization.
- Flexible and adaptable style; a leader who can positively impact both strategic and tactical database and technology initiatives.
- Ability to assess the impact of new requirements on Salesforce and other integrated systems.
- Ability to manage and maintain all version upgrades, integration processes and applications.
- Basic knowledge of remote team meeting software.
- Understanding of data security, backups, and disaster recovery.
- Knowledge of cybersecurity best practices and risk mitigation for data breaches and system vulnerabilities.

Abilities and Skills:

- Advanced knowledge of Microsoft 365 (Outlook, Word, Excel).
- Proficiency in Salesforce administration, including user management, data modeling, and report/dashboard creation.
- Experience with data integrity tools (e.g., Duplicate Check) and data governance best practices.
- Familiarity with Salesforce automation tools and Nonprofit Success Pack features.
- Familiarity with AI tools and responsible implementation in nonprofit settings.
- Basic knowledge of customer relationship management systems, Salesforce experience preferred.

Other Requirements:

- The position will be based at South Arts' office in Atlanta, GA.

Physical Requirements:

Sedentary work - Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time.

The worker is required to have close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading; visual

inspection involving small defects, small parts, and/or operation of machines (including inspection); using measurement devices; and/or assembly or fabrication of parts at distances close to the eyes.

Use of fingers - Picking, pinching, typing or otherwise working, primarily with fingers rather than with whole hand or arm as in handling.

Salary and Benefits:

Salary range: $85,000 - $90,000 annually; negotiable based on education and experience.

Benefits

- South Arts offers an excellent benefits package that includes health, dental, and life insurance; long-term and short-term disability; vacation; paid holidays; and a 403(b) plan with company match.
- The position is based out of our Atlanta, Georgia office. Our current hybrid model is primarily teleworking with a designated amount of time each month spent in the Atlanta office.

Application Submission:

Deadline: Open until filled

Email resume and cover letter to: hr@southarts.org

Attn: Human Resources

South Arts' mission is advancing Southern vitality through the arts. South Arts is a non-profit regional arts organization founded in 1975 to build on the South's unique heritage and enhance the public value of the arts. South Arts' work responds to the arts environment and cultural trends with regional perspective. South Arts' offers an annual portfolio of activities designed to address the role of the arts in impacting the issues important to our region, and to link the South with the nation and the world through the arts.

The organization works in partnership with the state arts agencies of Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee. It is funded by the National Endowment for the Arts, member states, foundations, businesses, and individuals.

For more information about South Arts, please refer to our website at www.southarts.org

Accommodations

This job description in no way states or implies that these are the only duties to be performed by the employee(s) of this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and

requirements and are subject to possible modification to reasonably accommodate individuals with disabilities.