

Data Analyst

Position Description

Directorate:	Commercial Enterprise, Fundraising and Communications
Reports to:	Direct Marketing Manager
Direct reports:	NIL
Location:	Flexible within any of the Society's main metropolitan or regional offices across NSW.
Primary position objective:	Manage data, conduct analysis and develop insightful reports on donor trends and the Society's fundraising activities.

The St Vincent de Paul Society is an Equal Employment Opportunity Employer

Directorate overview

This position is in the Commercial Enterprise, Fundraising and Communications Directorate. The teams within the directorate and their functions are:

Fundraising: this team is responsible for state-wide corporate partnerships, community fundraising and events; major gifts and philanthropy; gifts in wills and estates; direct marketing and appeals; and fundraising development.

Communications and Marketing: this team is responsible for state-wide brand and creative services; external communications; issue management; marketing; digital communications and digital fundraising.

Retail and Logistics: this team is responsible for state-wide retail service delivery; logistics and supply chain network; and retail projects.

Commercial Enterprises: this team is responsible for state-wide recycling and sustainability initiatives; Container Deposit Scheme (CDS); and new commercial enterprises.

Accountabilities and responsibilities

The Data Analyst will:

- Contribute to the successful implementation of the Strategic Plan within their team.
- Lead day-to-day management of data segmentation to ensure accuracy of data extractions and reporting.
- Develop and implement databases, data collection systems, data analytics and other strategies to optimise statistical efficiencies and qualities.
- Assess performance, profitability and effectiveness of all fundraising activities (Acquisition, Donor Retention, Telemarketing, Regular Giving, Online, Bequests, Events, Community Fundraising and Corporate Partnerships) to maximise revenue from these activities.
- Manage ongoing data privacy, hygiene, integrity and quality, highlighting and remedying data inconsistencies.
- Liaise with internal teams and external suppliers to clean existing data and validate and append external data to enhance data quality.
- Collaborate with fundraising execution teams on the planning and development of fundraising campaigns.

- Identify, analyse and interpret fundraising trends and patterns and provide comparative views across the fundraising sector.
- Analyse and interrogate data in areas such as gross and net lifetime value, channel analysis, attrition performance and predictive income modelling.
- Maintain and update in-house reports that track campaign results and monitor performance to annual targets on a regular basis.
- Undertake post-campaign analysis, producing reports that show results for key metrics and measure overall strategy effectiveness to allow recommendations for future activities.
- Contribute to a safe working environment for members, staff and volunteers by implementing the Society's workplace health and safety practices.
- Ensure that staff and volunteers complete relevant pre-engagement checks (National Criminal History check, and where required Working With Children Check); act in accordance with the organisation's Code of Conduct and Member and Volunteer Charter; and comply with the organisation's Workplace Health and Safety program.
- Ensure that effective risk management protocols and procedures are in place to ensure compliance with legal, employment and governance requirements.

Critical Key Performance Indicators (KPIs)

- Deliver high-quality fundraising analysis and campaign reports.
- Deliver accurate data collection systems and database.
- Optimise statistical efficiencies and qualities.

In addition to the Direct Marketing Manager and their direct reports, the Data Analyst will foster close working relationships with:

- Director, Communications and Marketing (Commercial Enterprise, Fundraising and Communications)
- Corporate Partnerships Manager (Commercial Enterprise, Fundraising and Communications)
- Community Fundraising and Events Manager (Commercial Enterprise, Fundraising and Communications)
- Major Gifts and Philanthropy Manager (Commercial Enterprise, Fundraising and Communications)
- Gifts in Wills and Estates Manager (Commercial Enterprise, Fundraising and Communications)
- Manager, Finance, Commercial Enterprise and Fundraising (Commercial Enterprise, Fundraising and Communications)
- Manager, CRM Platform (Finance and Corporate Services)
- Manager, Data and Reporting (Strategy and Governance).

Essential criteria

Critical capabilities

There are nine capabilities expected of all leaders across the Society:

- **'People we serve' centric:** (Level 1) Deliver, or support the delivery of, high-quality services that provide a hand up for the people we serve.
- **Values based leadership:** (Level 1) Develop an understanding and respect for and be aligned to the Society's mission, vision, values and lay Catholic heritage.
- **Impact focus:** (Level 1) Contribute to the delivery of positive impact through informed decision making and efficient and effective use of resources.

- **Collaboration:** (Level 1) Work collaboratively with others to solve challenges, foster the Society's mission and implement the Strategic Plan.
- **Change leadership:** (Level 1) Support the implementation of change.
- **Team performance:** (Level 1) Develop own performance and contribute to team performance.
- **Digital engagement:** (Level 1) Effectively participate in virtual, dispersed teams using digital tools.
- **Innovation and improvement:** (Level 2) Encourage innovative behaviour to improve existing and new services and ways of working.
- **Financial acumen:** (Level 2) Enable others to use the Society's resources responsibly and keep expenses within budget.

Role-specific criteria

- Relevant tertiary qualification/s in IT, business statistics or research or related disciplines.
- Demonstrated ability and expertise in data/information analysis and interpretation, data handling and manipulation across a range of software platforms.
- Demonstrated ability in data interrogation using standard database query tools.
- Demonstrated ability and expertise in project and operational management to oversee effective implementation of initiatives.
- Excellent interpersonal and relationship management skills, with a proven ability to collaborate effectively with internal and external stakeholders.

Desirable criteria

- Experience working in a membership-based organisation to support and empower members and volunteers.