

Marketing Data Analyst

PURPOSE OF THE POSITION

You will provide key recommendations to the Marketing team based on data and supporter insights to drive and maximise donations, ROI and supporter engagement. You will manipulate data from a range of sources, such as our Salesforce CRM, SQL data warehouse and various digital tools sources such as Google Analytics.

KEY DUTIES

- Establish an operating rhythm to ensure insights and recommendations can be delivered in an agile manner;
- Deliver insights to drive marketing strategies;
- Help the organisation develop a strong understanding of ChildFund Australia’s donors;
- Build predictive and segmentation models to answer key business questions;
- Identify donors to be targeted by marketing campaigns;
- Analyse the effectiveness of marketing campaigns;
- Develop audience insights and identify trends in websites and database traffic;
- Provide recommendations on how to maximise the value from our donors;
- Use SQL to extract information from our data warehouse;
- Help marketing understand the supporter lifecycle and which digital marketing triggers to pull to increase uplift across each stage.

QUALIFICATIONS & EXPERIENCE:

- Experience with statistical software such as R or python;
- Experience in quantitative analysis;
- Experience working with complex datasets;
- Familiar with A/B and multi-variate testing in digital marketing;
- Experience working with relational databases and extracting data using SQL;
- Tertiary qualification in a relevant discipline.

DESIRABLE:

- Experience in the not for profit industry;
- Experience reporting from a marketing automation tool such as Salesforce Marketing Cloud.

SKILLS

- Strong story telling skills, and ability to explain complex analysis to a broad audience
- Ability to understand consumers via purchase behaviour and metrics
- Effective under pressure, results oriented and proactive

CHILDFUND AUSTRALIA’S CORE COMPETENCIES

Commitment to ChildFund Australia’s values, vision, and mission; Teamwork; Effective communication; Accountability and integrity; Adaptability and flexibility.

Department: Systems and Decision Support, Operations

Location: ChildFund Australia, Sydney Office Level 8, 162 Goulburn Street, Surry Hills.

Employment: Full-time, two-year fixed term contract

Reports to: Head of Data and Innovation

Other Information: Must have working rights in Australia





ORGANISATIONAL CONTEXT

ChildFund Australia is an independent and non-religious international development organisation that works to reduce poverty for children in developing communities. We work in partnership with children and their communities to create lasting change by supporting long-term community development, responding to humanitarian emergencies and promoting children’s rights. We want every child to be able to say: **“I am safe. I am educated. I am heard. I can make a difference. I have a future.”**

ChildFund Australia implements programs with a range of local partners in **Cambodia, Laos, Myanmar, Papua New Guinea, Timor-Leste, Vietnam, and other Pacific nations**, and manages projects delivered by partner organisations throughout Asia, Africa and the Americas. Our work is funded through child and community sponsorship, government grants as well as donations from individuals, trusts and foundations, and corporate organisations.

ChildFund Australia is a member of the **ChildFund Alliance** – a global network of 11 organisations which assists more than 9 million children and families in over 50 countries. ChildFund Australia is a registered charity, a member of the Australian Council for International Development, and fully accredited by the Department of Foreign Affairs and Trade which manages the Australian Government’s overseas aid program.

HOW WE VALUE YOUR CONTRIBUTION

Remuneration Package

We aim to provide an overall remuneration package that is attractive and fair. Our remuneration framework ensures that we align to employment conditions and laws, and we benchmark against the local market to ensure we offer competitive employment condition that are appropriate to our sector.

Leave

You will have access to 20 days of paid annual leave (pro-rated for part-time employees). You will also receive paid leave between Christmas and New Year. You are also entitled to personal/carer’s leave, paid parental leave, long service leave, bereavement leave, so long you are eligible.

Flexible Working Arrangement

You will have access to flexible working arrangements. We encourage a culture of flexibility, enabling conversation between yourself and your manager about maintaining work-life balance.

Salary Packaging

As a Non-Governmental Organisation, our staff are eligible for salary sacrificing. The Australian Taxation Office (ATO) allows us to reimburse you for your personal expenses without having to pay any income or fringe benefits tax that would normally be payable. These tax concessions are in additions to the income tax Free Threshold.

Employee Assistance Program

You and your family will have access to free external, professional and confidential counselling assistance if you need help with personal, family or employment related matters.

Learning and Development

Our approach to learning and development will enable you to have the information, skills, and knowledge needed to do your job. We build the capacity of our people and support you with on-the-job experience, coaching and formal training.

OUR VISION: A global community, free from poverty, where children are protected and have the opportunity to reach their full potential.

OUR MISSION: We work in partnership with children and their communities to create lasting and meaningful change by supporting long-term community development and promoting children’s rights.

At ChildFund Australia we offer you a role that is rewarding, working for an organisation that helps children in need.