JOB DESCRIPTION

Position Title: Data Analytics Manager

Department: Fundraising

Section or Unit: Data Analytics

Reports to: Head of Fundraising

Number of direct reports: 1 x Business Solutions Analyst

Classification Level: Level 8-9

Work Type: Administration

CORE OBJECTIVE

This role manages the data needs of a growing fundraising team including data analysis, data extractions, reporting and campaign tracking, forecasting, merchandise planning, and database management.

ORGANISATIONAL ENVIRONMENT

Children’s Medical Research Institute (CMRI) is a world-leading independent research institute dedicated to discovering how to prevent or treat birth defects and diseases such as cancer, epilepsy, and a range of genetic disorders. We focus on four main areas of research: embryonic development and birth defects, cancer, nerve cell signalling, and gene therapy. In addition, CMRI operates CellBank Australia™, Australia’s only national repository of cell cultures available to the entire research community, and a major Biomedical Proteomics facility that will help develop improved medicines.

CMRI is a community-based organisation that has enjoyed and relied upon the generous support of the Australian community ever since it was founded more than 50 years ago. The advances we have made would not otherwise have been possible.

KEY WORKING RELATIONSHIPS

<table>
<thead>
<tr>
<th>Internal Relationships</th>
<th>External Relationships</th>
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<tbody>
<tr>
<td>Head of Fundraising</td>
<td>Fundraising Agencies/Consultants including Data Services</td>
</tr>
<tr>
<td>Business Solutions Analyst</td>
<td>Suppliers including mail-house and fulfilment house</td>
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<tr>
<td>Fundraising Team</td>
<td>SRM Consultants</td>
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<tr>
<td>Projects Team</td>
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<tr>
<td>Finance</td>
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<td>Supporter Services Team</td>
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<td>Telemarketing Staff</td>
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<td>ICT Team</td>
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# CORE ACCOUNTABILITIES

<table>
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<tr>
<th>Accountability</th>
<th>Outcomes</th>
<th>% of role</th>
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| **Data Analysis** | • Regularly monitor acquisition and retention of supporters and report on issues/opportunities  
• ROI and life-time value analysis, especially for new fundraising programs  
• Develop and implement campaign tracking for all fundraising programs including events and individual giving programs  
• Present key data insights to Program Managers to help with the ongoing assessment and strategic development of fundraising programs  
• Help prepare business cases for investment in new fundraising programs based on sound analysis  
• Assist Fundraising Team with ad hoc queries and data insights | 25% |
| **Data Segmentation and Profiling** | • Provide recommendations to Fundraising Team on Recency, Frequency, Value (RFV) segmentation  
• Implement data segmentation strategies  
• Prepare data extractions for supporter communications including direct mail and email communications  
• Undertake data profiling to gain key insights and use to guide future acquisition and retention strategies | 25% |
| **Reporting, Budgeting and Forecasting** | • Develop and implement regular reporting (weekly, monthly, quarterly and annual) across key fundraising metrics  
• Set up new reports for key growth programs including direct marketing acquisition and retention programs  
• Develop detailed post campaign reports for all fundraising programs  
• Assist Program Managers with forecasting and budgeting based on data insights | 20% |
| **Database Management and Quality Assurance** | • Manage database cleansing activities including address validation/updates, returned mail, opt-outs and unsubscribes  
• Continually ensure data quality via all methods of data entry  
• Ensure best practice is adhered to in terms of data | 15% |
**input and management**
- Conduct regular data audits to check data quality
- Work closely with SRM Project Team on Upgrade of SRM
- Develop policies and procedures around data management to guide fundraising team

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<tr>
<th>Merchandise planning</th>
<th>Merchandise order analysis and planning for Jeans for Genes, CMRI Catalogue and other merchandise needs across fundraising</th>
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<tbody>
<tr>
<td></td>
<td>Assist with the fulfilment of merchandise orders including data transfer to logistics/fulfilment agencies.</td>
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<td>Sales/sell through analysis</td>
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<tr>
<th>General Requirements</th>
<th>Comply with all CMRI policies, in particular all relevant laws and standards, including OH&amp;S safety standards, professional behavioural standards, charitable fundraising regulations.</th>
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<td></td>
<td>Maintain standards of conduct consistent with partner requirements.</td>
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<td></td>
<td>Support the vision and values of CMRI in all circumstances.</td>
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<tr>
<td></td>
<td>Do not do anything to bring the image and reputation of CMRI into disrepute.</td>
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AUTHORITIES AND DECISION-MAKING

The incumbent:

- Is accountable for leading the data needs of the fundraising team and determining the means to achieve organisational objectives.
- Uses specialist knowledge to determine what others are required to do to achieve objectives.
- Is a strong communicator who excels in written and oral communication including strong presentation skills.
- Is expected to strategically influence work activities and other key stakeholders through the provision of specialist knowledge and advice.
- Calculates/assesses ROI for the implementation of new or improved solutions to support fundraising programs.
- Has experience managing staff.

CHALLENGES

The main challenges for this position include:

- Supporting a fundraising growth strategy over the next 5-10 years through the management of all data needs across the team.
- Keeping up to date with best practice fundraising database management, data analytics and reporting.
- Juggling competing program demands.
- Ensuring quality of SRM and consistency of use across all programs.
- Ability to influence key stakeholders to achieve desired outcomes.

WORK HEALTH AND SAFETY

Individuals have the following responsibilities:

- Ensure safe work practices are adopted in any work area and contribute to the development and maintenance of risk assessments and standard operating procedures (SOPs).
- Report injuries, accidents, incidents and near misses in the work area and on the corrective actions taken to prevent reoccurrence.
- Do not intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety or welfare.
REQUIREMENTS

Education
- Tertiary qualifications, preferably in a relevant discipline such as business or IT.

Experience
- 5+ years’ experience in data analytics, reporting and database management, ideally within a relevant not for profit organisation

Engagement
- Significant engagement with program managers and stakeholders.
- Staff management and leadership.
- Strong relationship building skills.
- Confident communicator and public speaker.
- Ability to liaise with suppliers, agencies and other key stakeholders.
- Member of a professional body in a related field.

Capabilities

Core:
- Strong data analytics and reporting skills, ideally in a fundraising environment.
- Superior understanding of donor/customer relationship management databases.
- Demonstrated skills in relationship building and business negotiations including management of internal and external stakeholders.
- Strategic thinking and problem-solving skills.
- High level written and oral communication skills.
- High level organisational and multi-tasking skills.

Other:
- High energy levels.
- Passion for community service and understanding the benefits of the health and welfare of human beings.
- Ability to work in a team and independently.
- Dedicated and enthusiastic work ethic.
- Driver’s license.
- Rights to work in Australia.
- Clear police and criminal records.

VERIFICATION

This section verifies that the Manager and incumbent has read the Job Description and is satisfied that it accurately describes the job role.

Signature and date ………………………………………………………………………
(employee)

Signature and date ………………………………………………………………………
(manager)