

Marketing Analyst

Looking for an opportunity to utilise your data and marketing analysis experience to help the plight of the world's refugees?

- **Sydney CBD location with hybrid work arrangement**
- **Competitive salary with salary packaging benefits**
- **Full-time permanent position**

Outline & Purpose of Role:

Australia for UNHCR (A4U) is the UN Refugee Agency's national partner in Australia, raising awareness and funds to support UNHCR's global emergency response to humanitarian crises. Established in 2000, A4U has raised over \$400m from individual donors, philanthropists and corporates, leading to direct impact on the ground delivering emergency support such as shelter, protection, clean water, food and medicines. Australia for UNHCR also directly funds international projects that support longer-term care such as building schools, running livelihood programs and providing healthcare.

We are looking for a highly motivated and detail-oriented individual, with strong analytical and organisational skills, to join our Business Intelligence Unit, which works closely with our business stakeholders in the provision of data to support data-driven business decision-making.

The role plays a vital part in contributing to the evolving data requirements of the organisation by providing data selections, data mining, analysis, and developing and maintaining reports to support business requirements across the organisation.

Key Responsibilities:

Reporting to the Business Intelligence Manager, the Marketing Analyst's responsibilities include:

- Address data extract requirements for direct marketing campaigns with a high degree of service; manipulate data in preparation for bulk communications, update records with contact history, and advise on segmentation strategies.
- Provide business intelligence services in the form of data mining, building reporting models and BI report authoring in Power BI or a similar reporting suite.
- Produce reports and analysis for reviewing results post campaign.
- Produce regular KPI reports e.g. Leading Indicators Report (LIR).
- Work with the organisation's data warehouse and interrogate the data using T-SQL.
- Work with a range of internal and external stakeholders to satisfy their business intelligence requirements for analysis, report creation, data selections, and data mining within a strong project management framework, driving evidence-based decision making throughout the organisation.

The successful application will possess the following attributes:

Essential

- Minimum 1 year experience in a relevant role or internship
- Understanding or experience in the use of programming/coding language e.g. SQL etc.
- Database knowledge e.g. SQL, Power BI, CRM, ETL
- Hands on experience in querying and extracting data from a relational database or a data warehouse.
- Strong stakeholder management skills. Excellent communication and customer service skills
- An understanding of how data is used for communication purposes, the process and the governing regulations / best practice guidelines.
- An appreciation of data issues and their solutions, particularly de-duplication and the importance of maintaining clean data.

Australia for UNHCR embraces diversity, inclusion, and equal opportunity. We recognise the value of a diverse workforce and the creation of inclusive workforce cultures. We welcome applications from people with diverse experiences and cultural backgrounds, including migrants and former refugees.

At A4U we are committed to ensuring a safe environment and culture for those with whom we come in contact during the course of our work, and activities, including children and vulnerable adults. Therefore, if successful, you will be required to comply with the A4U Safeguarding People policy and sign the A4U Safeguarding Code of Conduct.

If you are eager to use your experience to help the plight of the world's refugees, please send your resume together with a one-page cover letter outlining your skills and motivations, to hr@unrefugees.org.au (with subject line: Marketing Analyst).

Please apply ASAP. Applications will be considered as they are received.