

Data & Insights Specialist – Development & Communications

- Are you passionate about how data drives success in Fundraising?
- Do you want to make a real and lasting difference for children and young people across Australia?
- Do you have the skills and experience to lead our organisation's data and insights portfolio?

Come and join our growing team and utilise your experience to grow our audiences and loyalty through building and implementing a high performing and integrated supporter experience.

About the Alannah & Madeline Foundation:

The Alannah & Madeline Foundation is a national not-for-profit organisation dedicated to keeping children and young people free from violence and trauma wherever they live, learn and play. Through Care, Prevention and Advocacy programs, we fight for their right to be safe, so their future is strong.

We also support Dolly's Dream to help change the culture of bullying by addressing the impact of bullying, anxiety, depression and youth suicide, through education and direct support to young people and families.

The team:

Our team is passionate, authentic and above all, we are motivated by the important work that we do. The Foundation fosters a culture of respect, enthusiasm and high work standards. Our values We act with courage, We are stronger together, We are curious, We believe accountability matters and We act with empathy, always, are embedded into how we operate individually and together as a Foundation.

At the Foundation, we support our staff to work flexibly, both in location and hours, based on the premise that work will remain the focus of any arrangement.

The role:

Reporting to the Head of Digital, the Data & Insights Specialist is responsible for the development, implementation and continual review of a comprehensive data and insights program to support the team to maximise income generation opportunities, build supporter loyalty and increase lifetime value.

This role is a **full-time, 2-year contract** formally based in South Melbourne. We promote flexible working arrangements, emphasising that work remains the primary focus, tailored to individual needs, role requirements, and the commitment to high-quality work delivery.

Responsibilities include:

- Work closely with third-party suppliers and internal stakeholders (including Dolly's Dream) to maintain and continuously improve our supporter relationship management database,
- Manage CRM processes, including payment runs, data imports and exports, data hygiene, data structure and hierarchy, business rules and procedure documentation,
- Work with internal and external stakeholders to create, develop and export data lists for campaigns,
- Produce accurate, timely and efficient performance reporting combining data from analytics, CRM, Funraisin, MailChimp

- Lead the test and learn strategy, working with channel managers to identify learning and insights.

Experience required:

- Minimum of 5 years' experience in data, analytics, insights, supporter services or customer loyalty role in a complex data environment.
- Deep working knowledge of CRM systems (such as Raiser's Edge, Salesforce or MS Dynamics, experience using Raiser's Edge is preferred but not mandatory) including front-end system management, reporting, analysis and performance tracking, and other IT systems (e.g MS Excel) and business intelligence tools (e.g. PowerBI).
- Demonstrated experience leading an organisation's data management principles, processes, and data governance systems in relation to data integrity including PCI and all areas of applicable legislative compliance.
- Excellent analytical & numerical skills with demonstrated experience in deriving key insights from data and interpreting these insights to make recommendations and improvements.
- Strong commercial, segmentation and marketing automation knowledge and experience in applying key insights for the development of business strategies.

What we offer you:

- Access to full NFP salary packaging benefits.
- Flexibility and Wellbeing focus
- Employee Assistance Program (EAP) available
- Additional 5 days leave each year, on top of the statutory holiday entitlement.
- A supportive and friendly team environment.
- Learning & Development budget
- 8 weeks paid primary carer leave or 2 weeks paid secondary carer leave
- Substitution of Public Holidays (Australia Day, Good Friday and Easter Monday)

To apply:

Please do not submit your application via this website. To submit your application, please copy and paste the link below into a browser, which will take you to the application site:

<https://alannahmadelinefoundation.bamboohr.com/careers/140?source=aWQ9MjQ%3D>

Please review the position description for this role by following the above link and ensure you address the 'Knowledge, Experience and Requirements' section in your application.

Applications close **9am Wednesday, 24 April 2024**. We will be short-listing candidates prior to the closure of this role, so please do not delay submitting your application.

For further information contact Alyshia Falla – Head of Digital via Alyshia.Falla@amf.org.au.

Important - please note:

- The Alannah & Madeline Foundation has the highest commitment to child safety. A police check and current Working with Children Check (or equivalent) are required for the successful applicant.
- The Foundation takes all reasonable steps to prevent any risk to the health and safety of staff. In the context of the COVID-19 pandemic, the Foundation requires all staff who perform 'in-person' work or who are required to attend the office to be fully vaccinated and to provide evidence of their vaccination, or medical exemption, prior to commencement.