

Position Description

Position title:	Fundraising Database & Insights Lead
Team:	Development & Communications
Reports to:	Head of Digital
Job type:	Full-time, 2-year contract
Date:	April 2024

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 our Care, Prevention and Advocacy programs, we fight for their right to be safe, so their future is strong,

The Foundation also supports Dolly's Dream, educating and empowering families and communities to prevent the devastating effects of bullying.

Our organisation has the highest commitment to child safety, and our Child Safe - Policy outlines our safe practices for children.

Our organisation values are embedded into every way in which we operate at the Foundation. Everyone has a responsibility to promote and demonstrate our values: *We act with courage, We are stronger together, We are curious, We believe accountability matters and We act with empathy, always.*

Position in context

Reporting to the Head of Digital, the Fundraising Database & Insights Lead is a member of the Development & Communications Team.

This role is formally based in South Melbourne. 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. How and where you work is discussed with each staff member based on individual circumstances, role requirements and accountability for the delivery of high-quality work.

The Fundraising Database & Insights Lead 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 includes management of our supporter relationship management database (CRM), data integration and automation, and data analytics for all campaigns and income generation activities.

Major job responsibilities

- Work closely with third-party suppliers and internal stakeholders (including Dolly's Dream) to maintain and continuously improve our supporter relationship management database (CRM (Raiser's Edge)).

- Manage CRM processes, including payment runs, data imports and exports, data hygiene, data structure and hierarchy, business rules and procedure documentation (for the Foundation and Dolly's Dream).
- Work with internal and external stakeholders to create, develop and export data lists for campaigns including direct mail, telemarketing, SMS and email campaigns.
- Produce accurate, timely and efficient performance reporting combining data from analytics, CRM, Funraisin, MailChimp etc., and identify key trends and opportunities.
- Lead the test and learn strategy, working with channel managers to identify learning and insights that can be used to optimise our appeals and campaigns.
- Create and maintain strong data system integration processes, marketing automation and segmentation, and evaluate and update digital pathways to optimise supporter experience across Funraisin, Raiser's Edge, MailChimp, MS Dynamics and other systems.
- Support supporter care activities and data hygiene practices including donation processing, thanking, receipting, inbound and outbound calling, list management, and declines management.
- Provide CRM training to staff that enables users to effectively utilise the database functionality, e.g. self-generate regular reports.
- Develop a culture that uses data to continuously identify ways to retain and grow existing and new audiences.
- In collaboration with the Finance and Operations team, ensure all PCI, audit and business security protocols are met in relation to the CRM environment.
- Contribute positively to the Foundation's culture of We are stronger together through developing and maintaining collaborative relationships with colleagues.
- Contribute to a high-performing team culture including coaching and developing team members' data skills and knowledge to successfully achieve Team, Department and Organisational KPIs and Strategic Plan.
- Work with your people leader to develop and successfully execute a personal work plan that is aligned with the strategic objectives of the Foundation to meet key deliverables.
- Stay up to date with key trends and best practice in data, insights, storytelling and visualisation and marketing automation.
- Occasionally work out-of-hours and travel interstate for Foundation events and campaigns and undertake out-of-hours social media monitoring on rostered days (as required).
- Other tasks as directed by the Head of Digital, Director, Development & Communications, CEO and Executive Leadership Team.

Knowledge, experience & requirements

- 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.



- Demonstrated project management skills, communications and interpersonal skills and experience training staff in new systems and processes.
- Ability to give and receive constructive feedback, be agile and drive improvements, break down silos and nurture a culture that strives for continuous improvement.
- Ability to occasionally work out-of-hours and travel interest for Foundation events and campaigns.
- Working with Children Check and Police Check.