

Position Description

Samaritan's Purse Australia

Position Title: Data Specialist
Reporting To: IT Manager
Authorised by: Executive Director
Date: July 2021

Role Definition

The Data Specialist will be assisting in development of all aspects of the organisations' (Samaritan's Purse Australia, OCC and The Billy Graham Evangelistic Association) data strategy to enable growth of the organisation's supporter base and income in the future. The role will lead the strategic transformation of the CRM database to enable the optimisation of supporter communications.

The Data Specialist will be responsible for all aspects of the Raisers Edge database and help to meet the requirements of the development of an organisation-wide Customer Relationship Management system for all supporters, whether donors, volunteers or church contacts. The role will oversee the collection, import, maintenance and analysis of data, seeking out the most efficient and effective methods of recording, organising and utilising data, that fully supports organisational processes and all future innovation strategies and initiatives.

Alongside this, the Data Specialist will lead on data selections, data segmentation, marketing analysis and how insights support the ministries, ensuring more effective and tailored communication with our donors, supporters and local community. The Data Specialist will ensure the processes and procedures for data management and storage are robust and in line with regulatory and quality standards.

To perform this job successfully, an individual must **maintain a personal relationship with and be a consistent witness for Jesus Christ**, be self-motivated and goal oriented, as well as able to perform each essential responsibility satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential responsibilities. It is essential to reside in the assigned region.

Key Responsibilities

- Proactively support campaigns with data segmentation, reporting and data insights, working with relevant colleagues across the organisation.
- Implement and manage projects to improve the use of the CRM database, data cleanliness, and import/export procedures.
- Take the lead in the development, maintenance and smooth running of the organisation's databases and associated applications and systems.
- Plan and manage the financial budget for the organisation's databases and related projects, under the supervision of the IT Manager.
- Manage the performance and cost effectiveness of database suppliers and partners.
- Manage processes to ensure the quality and currency of database records and provide training and support for the activity of database users across the organisation.

- Plan and implement systems and processes to ensure best practice and compliance in regard to data regulations.

Works with

- IT Manager
- All Ministry and Shared Services Teams

Qualifications

- Training in SQL Queries Preferred
- Training in Business Data Analysis Preferred

Knowledge and Experience

Ideal knowledge and experience:

- Proven experience in a Data Management role including extensive experience of operating multi-user database systems, ideally in a fundraising environment
- Experience using Raisers Edge CRM system.
- Have excellent IT skills with a good working knowledge of Microsoft Excel including the use of pivot tables, plus MS Word.
- Have a good understanding and experience using MS SQL Server to build queries and reports.
- An outstanding communicator and influencer, who can translate technical systems requirements into jargon-free, implementable solutions and user training that maximises CRM functionality and regulation compliance.
- Proactive, resourceful and energetic.
- Flexible and collaborative team approach while retaining a clear vision of the end goal to be achieved.
- Inquiring mind to maintain up-to-date knowledge of global technological developments and affecting factors, particularly around Raisers Edge, and understand how to apply this knowledge to the goals in the role.
- Experience with donor/customer marketing.
- Understanding of regulatory compliance issues that affect data management and utilisation.