

# Supporter/Customer Insights and Analytics Lead

Oxfam is committed to preventing any type of unwanted behaviour at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and committed to promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.

<b>Position Number</b>	528
<b>Classification</b>	Category 3Enhanced
<b>Section/Unit</b>	Fundraising & Resource Growth /Supporter Experience Unit
<b>Reports to</b>	Head of Supporter Experience
<b>Location</b>	Melbourne, Sydney and Brisbane, you may also be required to work at other locations as necessary
<b>Employment Basis</b>	Permanent
<b>Hours of Work</b>	35 hours per week
<b>Suitable for Job Share</b>	No
<b>On Call Duties</b>	No
<b>Date Last Reviewed</b>	October 2021

### Scope of Position

The Fundraising and Resource Growth Section at Oxfam Australia exists to inspire and invite individuals, communities and institutions to contribute their financial support, ideas and resources to advance our shared purpose of achieving a just and sustainable world without poverty.

The Supporter/Customer Insights and Analytics Lead is a key role within the Supporter Experience Unit and is pivotal in establishing a data-driven decision-making culture within the organisation. This role will lead a small team of analysts to become a supporter and market 'insights hub' by developing accessible reporting and dashboards for the department and wider organisation. Most importantly, this role will lead the translation of these reports into actionable insights that optimise and guide the organisation's supporter engagement activities and supporter experience.

The role is required to work with the Chief Data Officer to enhance privacy and data security processes and procedures, and to establish organisation wide analytics and insights through a community of practice. The Supporter/Customer Insights and Analytics Lead is also required to work closely with the Head of Supporter Experience and other key stakeholders on other projects as required.

## **Key Responsibilities**

- Develop and lead on Oxfam's supporter and market insights architecture within the business to allow advanced analytics across audience segmentation, voice-of-supporter, supporter experience and Fundraising and Public Engagement products
- Establish the Supporter Insights Team as a supporter and market 'insights hub' by facilitating ways-of-working with the business and the creation of centralised and accessible dashboards and reports that empower better decision making
- Build on the existing reporting requirements gathered for the Fundraising and Resource Growth teams and translate into insights that can inform strategic recommendations to support business growth in fundraising and broader public engagement such as public advocacy campaigns
- Identify, adopt and develop new analytic and reporting tools and techniques to improve and build on the team's capacity to provide supporter insights
- Enhance Oxfam's supporter segmentation model including relevant third-party overlays such a behavioural personas or geo-demographics
- Manage target list development, including the data extraction process to third party suppliers
- Provide expert advice to Senior Management and other key stakeholders on analysis, performance indicators, segmentation, supporter behaviours and other areas of responsibility
- Work closely with the Head of Supporter Experience and Supporter Retention Advisor to identify opportunities to address supporter attrition and improve supporter experience
- Be accountable for and manage Oxfam's cloud-based data warehouse, its design and implementation including the protection and security of data stored within and extracted from the system, and project manage related enhancement projects
- Work closely with the Chief Data Officer to establish simple, effective data analytics processes through a community of practice.
- Other related duties as delegated, including contributing to the broader work of the Supporter Experience Unit, Fundraising and Resource Growth section and as well as supporting the Fundraising Leadership Team, with specific projects as required

## **Budget**

- This position will develop and monitor a team budget

## **People Management**

- Ensure the proactive management of the Supporter Insights Team, fostering a positive and highly effective work environment with a strong service orientation towards business stakeholders and maintain a continuous learning mentality and approach
- Ensure all staff under management demonstrate good human resource practice and comply with agency policies and procedures
- Implement and monitor equity, diversity, child safe and staff health and wellbeing policies and procedures within areas of delegation
- Managers are responsible for complying with safe work practices, procedures and instructions in accordance with legislation and Oxfam Australia WHS policies and procedures for self and for staff under management

## **Policy**

- Contribute to development, implementation and monitoring of supporter data collection and archiving policies and procedures
- Contribute to the development and implementation of data and privacy protection policies and procedures.
- Contribute to the development, implementation and monitoring of broader agency policies and procedures as required

## **Knowledge & Experience**

- Extensive experience working in strategic data analytics and customer insights, including analysing and interpreting large and complex data sets
- Demonstrated experience working with data visualisation tools, such as Tableau, presenting data insights to business users, internal and external stakeholders
- Experience working with third party data overlays to establish or enrich customer segmentation models
- Experience working in a SQL Server environment and managing cloud base data warehouses, such as Snowflake
- Demonstrated experience leading a high performing and values driven analytics team to deliver to an organisation's goals
- In depth understanding of customer/supporter segmentation and targeting approaches
- An understanding of fundraising, experience working with Salesforce and its Non-profit Success Pack desirable
- An understanding of digital marketing tools such as Google Analytics and Marketing Automation Tools desirable
- Tertiary qualifications in relevant discipline or relevant industry experience.

## **Personal Skills & Attributes**

- Strong analytical, numeric and critical thinking skills, with a strong attention to detail
- Proficient in analysing data to shape strategy and decisions
- Excellent communication and engagement skills
- Comfortable working at pace, sometimes with competing and changing priorities
- Excellent collaboration, facilitation and negotiation skills to influence decision making across organisational boundaries to achieve goals
- Strong customer orientation
- Commitment to Oxfam's purpose, culture and ways of working
- Ability to initiate and drive projects
- Growth mindset and desire to cross skill

## **Living our Values**

- Accountability – You are able to set clear goals and monitor personal progress against them.
- Empowerment – You are capable of having open, honest and respectful dialogue with others, respecting and including partnerships and communities' perspectives into our working activities.
- Equality – You work to high ethical standards and treat all people with respect.
- Inclusiveness – You embrace diversity and able to enrich work activities with diverse perspectives.
- Sustainability – You are committed to achieving sustainable results in all aspects of their work.

## **Travel**

Occasional interstate travel is a requirement of the position. It is a condition of employment that staff abide by all agency security and safety protocols, policies and procedures and the Oxfam International Security Protocol.

## **Child Safeguarding**

As an agency undertaking work both nationally and internationally and in humanitarian response, OAU takes its duty of care seriously to safeguard children and recognises that it must meet community expectations and the trust placed in its personnel to maintain the highest standards of conduct with children. Therefore, all positions within OAU are required to understand and comply with the Child Safeguarding Policy, Code of Conduct, toolkit and Social Media User Policy.

- This role requires Oxfam representation when occasionally visiting the field (overseas and domestic).
- This role requires access to information relating to children.
- This role involves making decisions which may affect children, including volunteers and other supporters under the age of 18.

## Signature

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<b>Employee Name</b>	<b>Employee Signature</b>	<b>Date</b>