**UNICEF NEW ZEALAND**

**Position Description**

|  |  |
| --- | --- |
| Position | Senior Business Information Analyst |
| Reports to | GM Fundraising and Comms |
| Location | Wellington |
| Term | 12 Month Fix-Term |

**About UNICEF**

UNICEF is the world’s leading children’s agency. We work in 190 countries to help children survive and thrive, providing clean water and sanitation, education, healthcare, nutrition, and child protection. We are mandated by the United Nations to advocate for the protection of children’s rights, to help meet their basic needs and to help them to reach their full potential. Our mission is to create a better world for every child. We believe every child must be given the chance to become a productive member of society, and must have the right to be heard.

UNICEF New Zealand is one of 36 National Committees working to raise funds for UNICEF’s lifesaving work and to advocate for children’s rights and wellbeing. Based in Wellington, we have a small team of staff working in the areas of fundraising, communications, advocacy, education, and programme management.

**Our vision:** For every child everywhere, every chance to thrive

**Our values**

* We care
* We never give up
* We get things done
* We act with integrity

**Position Purpose**

**CRM Management:**

Planning and delivering CRM strategies across the organization and focus on leveraging the UNICEF data asset to increase the ROI on marketing spend through customer segmentation, data hygiene, managing of customer prospect lists, and measurement of customer commitment.

**Business Intelligence Management:**

Designing, developing and maintaining business intelligence solutions. Using data to identify and translate market opportunities into actionable recommendations and to achieve individual, team and organization revenue profit target. To support the Marketing teams in finding new/better ways to attract customers, maximize value of existing customers, and retain the most profitable ones. Supporting the campaign target setting process and measuring the impact of campaigns and reporting to senior management.

**Finance:**

Providing financial analysis and advice to help achieve business objectives and identification of opportunities for change and efficiencies.

|  |  |
| --- | --- |
| **Key Accountabilities** | **Outcomes Required** |
| **CRM Management:**   * Planning and delivering database/CRM strategies and trainings across the organization. * Develop and enforce CRM standards/policies, procedures and controls. * Design and analyze donation/process journey in CRM to maximize fundraising opportunities.      * Create complex query definitions that allow data to be extracted for user and other systems. * Manage day-to-day activities of database administration team. * Manages CRM/Admin staff in the day-to-day performance of their jobs. * Managing end-user access and CRM security. * Accomplishes CRM upgrades/expansions by managing plans/design, requirements, customization and the relationship between UNICEF and CRM developers. * Design, Develop and manage Data/TM process and management. | * Responsible for managing CRM system to ensure the security of UNICEF’s data asset and effectiveness of CRM processes. * Perform regular audits to ensure data hygiene and integrity meet high standards. * Using data to ensure the effectiveness of donor journeys and donation process to increase the engagement of donors and increase the revenue. * To ensure the data is segmented effectively for targeted marketing activities. * Crafting and executing queries upon request for data accurately and effectively. * Set up Campaigns with Fundraising team. * To ensure all systems are performed effectively and system issues are solved in a timely manner. * To ensure team members work accurately and effectively. * To ensure data/system are working effectively and accurately. * To ensure all user have the right security level and access. * To ensure CRM is updated to meet organizational needs and to keep improving the CRM technology used. * To ensure that the Data/TM team is working accurately by providing system training and technical knowledge. |
| **BI Management and Analysis:**   * Manage business intelligence processes and procedures development and implementation. Responsible for leading the BI strategic design and maintenance of business intelligence application. * Identifies, researches, and resolves BI technical problems. * Working with business teams to define business KPI’s and reporting requirements. * Develop data quality and control reports. * Managing end-user access and security. * Review data findings, analyze results and share recommendations. | * To ensure the use of business intelligence applications enhances decision making capabilities. * To presenting information through reports and visualization. * Develop new reports/dashboards as required * To ensure all BI issues are solved in a timely manner. * To ensure all business units are clear with their KPI and targets. To ensure targets/goals/actuals are provided to each team on a regular basis. * To ensure that CRM is tuned for optimal performance. * To ensure the BI reports are provided to the team. * To ensure all data sources are leveraged to maximize value. |

**Competencies, skills and experience required:**

* Tertiary level qualification in Data/Stats/Information Area.
* 5 years+ in the related area as a BI analyst or CRM manager/administrator and 3 years+ supervisory/management experience may be required.
* Extensive knowledge of CRM/Database, BI process and data analysis.
* Advanced database/CRM management skill and process improvement management.
* Advanced MS Dynamic CRM, Power BI. Knowledge of SQL, MailChimp.
* Extensive experience of direct and digital marketing, customer acquisition, re-engagement and retention.
* Ability to priorities work and manage concurrent demands

**Personal attributes:**

* Highly motivated with a ‘can do’ attitude
* Detailed and accurate
* Communications skills – empathetic
* Honesty and integrity
* Initiative and judgement
* Willing and helpful attitude
* Work co-operatively within a team
* Well organized and able to prioritize workload
* Ability to work under pressure and to tight deadlines
* Innovative and creative thinker

**Working relationships:**

* GM Fundraising and Comms
* Database Administrator
* Head of Engagement
* Digital Specialist
* Finance Officer
* Donor Engagement Co-Ordinator
* Office Administrator