



## Supporter Data Analyst

### Position Description

Department	Digital Services Team	Location	Melbourne (Hybrid)
Reports To	Reporting and Insights Manager	Direct Reports	N/A
Type	Part-time (0.6)	Travel	N/A

### Position Purpose

The role of the Supporter Data Analyst is to help Tearfund empower supporters to make biblically shaped responses to poverty and injustice, by analysing and managing supporter data to deliver and optimise engagement campaigns and activities, and by designing and managing data models to build Tearfund’s business intelligence capabilities for data-informed decision making.

### Position Accountabilities

Accountability	Outcome	
<p><b>Tearfund Mission and Values</b></p> <p>This position supports the implementation of Tearfund’s digital strategy to improve data accessibility and data-informed decision making.</p>	Data assets are stewarded, structured and analysed with excellence and in line with Tearfund’s Christian values and ethos.	Essential
<p><b>Data Modelling and Business Intelligence</b></p>		
<ol style="list-style-type: none"> <li>Develop and maintain data models to support business intelligence reporting and ensure data is organized, accessible, and optimized for analysis.</li> <li>Work with the Reporting and Insights Manager to create and manage dashboards and reports to provide actionable insights to stakeholders.</li> <li>Work closely with the IT team to ensure data-related issues are identified and addressed promptly as part of system improvement projects and deployments.</li> </ol>	<ol style="list-style-type: none"> <li>Tearfund’s data is modelled according to users’ needs and requirements, enabling key strategic and operational data to be accessible and reportable in a consistent manner.</li> <li>Tearfund staff are empowered to make data informed decisions with up-to-date key strategic, operational and analytical information.</li> <li>Data availability and quality is continually improved ensuring learning and decision making is based on accurate and reliable information.</li> </ol>	35%

<i>Accountability</i>	<i>Outcome</i>	
<b>Data Management</b>		
<ol style="list-style-type: none"> <li>1. Handle the importation of data from various sources, and maintain data hygiene practices ensuring accuracy, consistency, and completeness.</li> <li>2. Develop and enforce data management policies and procedures to resolve data duplication issues, ensure data accuracy, and data protection compliance.</li> <li>3. Ensure back-end data requirements are in place to support the implementation, reporting and analysis of supporter engagement campaigns.</li> <li>4. Provide specialist advice on data maintenance and integrity issues, and participate in cross-functional projects that develop our capabilities and enhance data-driven decision-making across the organization.</li> </ol>	<ol style="list-style-type: none"> <li>1. Tearfund datasets are clean and reliable sources for communication, reporting and insights. Data is structured in a way that facilitates Tearfund’s reporting and insights needs.</li> <li>2. Tearfund’s data protection and data governance is strengthened with excellent data management practices.</li> <li>3. Tearfund can execute better and more personalised communication with supporters, according to desired campaign pathways and supporter journeys.</li> <li>4. Tearfund’s CRM, business intelligence and related systems are continuously improved to deliver an excellent digital experience for both supporters and staff.</li> </ol>	30%
<b>Campaigns Data and Analysis</b>		
<ol style="list-style-type: none"> <li>1. Create targeted lists for fundraising and communication campaigns that deliver on desired segmentation strategies and facilitate reporting and analysis.</li> <li>2. Work with the Reporting and Insights Manager to identify trends and opportunities for personalized and more effective engagement.</li> <li>3. Collaborate closely with the Australian Programs department (fundraising/philanthropy and communications teams) to optimize campaign performance based on data insights and provide campaigns data support.</li> </ol>	<ol style="list-style-type: none"> <li>1. Data lists are provided efficiently and accurately to support Tearfund’s fundraising and supporter engagement objectives.</li> <li>2. Tearfund is improving effectiveness in supporter engagement. Future campaigns are shaped according to relevant data and insights.</li> <li>3. Excellent supporter experience and personalised engagement can be delivered.</li> </ol>	30%
<b>Organisational Citizenship</b>		
<ol style="list-style-type: none"> <li>1. Role model Tearfund’s Christian values and be a positive example for both supporters and Tearfund staff. Participate in the spiritual life of Tearfund.</li> <li>2. Work collaboratively with team members and participate in cross-departmental working groups and other activities as approved by your supervisor.</li> </ol>	<ol style="list-style-type: none"> <li>1. Tearfund’s Christian values are demonstrated and stakeholders experience excellence in engagement. Staff actively participate in spiritual rhythms of Tearfund – including biblical reflection, prayer, the annual Staff Gathering and other gatherings or events. Provide prayer support to Tearfund People as appropriate.</li> <li>2. All staff model a ‘One Tearfund’ approach to work. Working group contributions are delivered as agreed to support organisational goals.</li> </ol>	Organisational Citizenship is required to be always demonstrated, with specific activities taking approx. 5% of time.

Accountability	Outcome
3. Promote a culture which is founded upon respect (including cultural safety) and safeguarding of children and adults at risk, by fulfilling specific child safe duties as applicable to your role, promoting cultural safety and respect, managing any abuse or harm risks through screening, training, and supervision requirements.	3. Participate in learning and development which supports Tearfund culture and safety. Ensure that activities are appropriately conducted in line with respect, cultural safety, and child safeguarding.

## Position Requirements

<b>Must Have</b>	<ul style="list-style-type: none"> <li>○ Active Christian faith and strong commitment to Tearfund’s Christian mission, values and ethos/Strong commitment to Tearfund’s mission, values and ethos.</li> <li>○ A bachelor degree in Data Science, Business Analytics, Statistics, Marketing, Information Science or related field.</li> <li>○ Advanced skills and experience in using applications to access and analyse large and complex data sets.</li> <li>○ Experience working with Salesforce.</li> <li>○ Experience and proficiency in data modelling for BI platforms.</li> <li>○ Knowledge of programming/query languages such as Python, R, SQL, SOQL, DAX, or similar.</li> <li>○ Strong analytical and problem-solving skills.</li> <li>○ A love for learning and acquiring new knowledge and skills.</li> <li>○ Excellent attention to detail and data accuracy.</li> <li>○ Ability to work collaboratively in a team environment.</li> <li>○ Strong communication skills, both written and verbal.</li> </ul>
<b>Highly Regarded</b>	<ul style="list-style-type: none"> <li>○ Proficiency in SOQL highly regarded.</li> <li>○ Proficiency with Power BI highly regarded.</li> <li>○ Advanced data analytics skills such as machine learning and predictive analytics.</li> <li>○ Experience with marketing automation tools.</li> <li>○ Experience with Google Analytics.</li> <li>○ Experience in a non-profit organisation or working with fundraising/marketing teams.</li> </ul>
<b>Role Duties and Hours of Work:</b>	<ul style="list-style-type: none"> <li>○ While staff are not required to respond to unreasonable out of hours contact, Tearfund works in the International Aid Sector and the nature of this work includes attention to matters in diverse time zones, and engagement with stakeholders such as volunteers, supporters and partners at times which may be outside of standard Australian business hours. There may be times when this role will need to respond to or carry out role duties outside of standard business hours, such as; <ul style="list-style-type: none"> <li>○ “on call” responsibilities from time to time which will require the staff member to be contactable outside of standard working hours to manage role responsibilities such as supporting data requirements in response to a humanitarian crisis/natural disaster emergency appeal.</li> </ul> </li> </ul>

## Working Environment Role Expectations

<p><b>Safety and Conduct</b></p> <ol style="list-style-type: none"> <li>1. Tearfund’s Code of Conduct and policies set expectations for all our staff.</li> <li>2. Everyone at Tearfund is responsible for workplace safety both in terms of their own behaviour and taking action to resolve safety issues they become aware of.</li> <li>3. Workplace safety may include the need for vaccination from time to time. There are many roles within Tearfund where it is lawful and reasonable to require vaccination (subject to medical advice) due to the nature of the work. The need for vaccination is assessed based on role responsibilities and work health safety considerations. This role has been assessed as not requiring vaccinations.</li> <li>4. Tearfund is committed to the well-being and protection of children, the prevention and <b>zero tolerance</b> of any form of sexual exploitation, abuse, racism, bullying or harassment. Tearfund uses <b>child-safe</b> recruitment and screening practices and requires staff to complete ongoing due diligence checks such as a Working with Children Check and/or National Police Check and to advise Tearfund of any changes to their circumstances in Safeguarding related offences during the term of their engagement.</li> </ol>
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### Diversity, Inclusion & Gender Justice

5. Tearfund promotes and encourages a diverse and inclusive workforce and an environment of mutual learning, respect, dignity, and an appreciation of difference and other perspectives. Each staff member is expected to demonstrate a commitment to inclusion, gender justice and equality.

### Commitment

6. We expect that staff and volunteers will act on any concerns or incidents in accordance with Tearfund policies and guidelines. Specifically, the Supporter Data Analyst will always carry out their responsibilities with due regard to Tearfund Australia's Code of Conduct and Safeguarding Policies and Guidelines.

## Key Position Relationships

Internal	External
<ul style="list-style-type: none"><li>○ Reporting and Insights Manager</li><li>○ Digital Services Team (DST Director and IT Officers)</li><li>○ Operations Manager, Communications</li><li>○ Supporter Services Manager</li><li>○ Web Administrator</li><li>○ Fundraising team</li><li>○ Australian Programs team</li></ul>	<ul style="list-style-type: none"><li>○ External contractors/consultants</li></ul>

## Tearfund Mission

Tearfund Australia is a Christian development, relief and advocacy organisation responding to global poverty and injustice. Our vision is for a just and compassionate world in which all people have the opportunity to achieve their God-given potential. We will:

- *Inform, challenge and empower Australian Christians to make biblically shaped responses to poverty and injustice.*
- *Support community-based Christian groups, churches and mission organisations around the world as they work holistically with poor communities in development, relief and advocacy.*
- *Adhere to biblical teaching, and evaluate our work and attitudes in its light.*
- *Maintain a low-cost administration regime in order to maximise the funds allocated to project partners.*

## Tearfund Values

As a faith-based Christian organisation, Tearfund Australia seeks to adhere to biblical teaching and evaluate work and attitudes in its light. Consequently, Tearfund Australia aspires to the following values:

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|----------------------------------|-----------------------------------|
| A commitment to the poor         | A commitment to participation     |
| A commitment to the whole person | A commitment to excellence        |
| A commitment to justice          | A commitment to learn from others |
| A commitment to prayer           | A commitment to collaboration     |
| A commitment to relationships    | A commitment to accountability    |