

# GREENPEACE

AOTEAROA/New Zealand

## Job description

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<b>Job title:</b>	<b>Data and Insights Manager</b>
<b>Division:</b>	Fundraising
<b>Valid from:</b>	February 2021
<b>Grade:</b>	TBC
<b>Reports to:</b>	Fundraising Director
<b>Direct Reports:</b>	Supporter Information Coordinator, Marketing Analyst, Interns/volunteers as required
<b>Relationships:</b>	Fundraising Managers, Marketing Team, Technology Team, Programme Team

### OVERALL PURPOSE OF THE JOB

To maintain our independence Greenpeace does not accept donations from government or business. This means we are entirely funded by the generous donations of our individual supporters (and a small amount of foundation income). Moreover, our power as an organisation comes from the fact that when we advocate for the wellbeing of the environment we do so with the support of around 40,000 active financial supporters, and many more non-financial supporters, so decision makers are compelled to hear what we have to say. We have an important role in educating our supporters about the urgent issues we work on, offering them solutions and inspiring them to act with us.

Our vision as a fundraising team is to deliver to these supporters inspiring experiences of Greenpeace and our campaigns to truly engage them. We align our fundraising activity with core Greenpeace campaigns, to ensure we create maximum campaign impact.

The Data and Insights Manager is responsible for ensuring best practice data management standards, effective data insights and analysis capability and driving our Business Intelligence and supporter research programmes across the organisation. They will lead a small but high-performing team who manage a database of over one million supporter records, our Business Intelligence solution and a suite of supporting systems and platforms that interact with our primary CRM and Business Intelligence platform. They are responsible for enabling insight and reporting that's needed for the organisational delivery of a comprehensive portfolio of fundraising and engagement programmes. A key role in driving business intelligence and insights at Greenpeace, they will champion data-driven decision making across the

organisation.

## **MAJOR DUTIES AND RESPONSIBILITIES**

### **Management of Staff**

- Ensure the effective management of all team members to meet KPI's.
- Ensure the effective planning and allocation of work to team members.
- Provide clear direction, ongoing support and development opportunities for the team.
- Maintain a team culture that is collaborative, motivated and proactive in delivering data and insights to the wider organisation.
- Conduct regular meetings with all direct reports to effectively oversee work and ensure they are on target to meet the organisational objectives.
- Conduct regular performance reviews with direct reports.
- Manage contract staff, volunteers and interns as required.

### **Data Management**

- Ensure that the integrity and quality of our CRM data is maintained and improved.
- Effectively manage the Data and Insights Team to ensure all technical CRM requirements are met, including planning for ongoing changes to the database structure.
- Ensure best practice is followed in all data management areas, including maintaining data privacy, PCI compliance and ensuring data storage and transmission is secure.
- Help prioritise the work plans for all team members in order to meet business needs.
- Overall responsibility for ensuring on-time delivery of all data segments for our Telefundraising, marketing, retention and engagement programmes.
- Work closely with key stakeholders to make sure that the information stored in the CRM allows for effective Business Intelligence and financial reporting.
- Champion data driven-decision making across the organisation
- Work with the Technology and fundraising teams to deliver the technology roadmap
- Sit on cross-functional teams as required

### **Insights and Business Intelligence**

- Provide actionable insights to the organisation to enable effective decision making.
- Lead on the development of BI dashboards and automated reporting for the fundraising team and wider

organisation.

- Assist with the development and effective tracking of key engagement metrics.
- Responsibility for overseeing the creation of data models to improve fundraising ROI and supporter engagement.
- Provide support to the fundraising management team in the annual budgeting process.
- Monitor key data and trends from secondary sources outside of Greenpeace, including census, benchmarking and economic data, and use this to inform and guide analysis and decision making at Greenpeace.
- Ensure a robust supporter research programme is maintained, working with the Fundraising Director and other key stakeholders across the organisation
- Support the Fundraising Director in developing the overall fundraising data strategy.

### **Health and Safety**

- Ensure all volunteers and contractors in the team are aware of and adhere to GPNZ's health and safety policies, processes and procedures.
- Participate in health and safety training as required.
- Actively identify and report, in a timely manner, any hazards in the work area, or in the work area of the team. Work with a health and safety representative to put in place appropriate actions to manage the risk(s) created by the identified hazard(s).
- Ensure all volunteers and contractors in the team are properly trained to undertake the duties of their job in a safe manner.
- Actively raise and discuss health and safety matters in a timely manner.
- Comply with the requirements as set out in applicable health and safety legislation.
- Participate in rehabilitation programmes as required

### **SPECIFIC WORK ENVIRONMENT**

- 37.5 hours working week
- Primary place of work is Mt Eden, Auckland. Remote and flexible working arrangements as per current organisational policy.
- Travel domestically and internationally on occasion.

## **COMPETENCY PROFILE**

### **Essential Competencies**

- At least 3 years experience in a senior data management or insights role
- Expertise in data warehousing and visualisation
- Analytical and strategic thinker
- Strong leadership and staff development skills
- Advance knowledge of SQL
- High attention to detail
- Proactive, solutions focused leader
- Deadline driven
- Excellent written and verbal communication skills
- Experience with Salesforce or a similar database
- A passion for the work of Greenpeace
- Proactive, solutions focused thinker

### **Desirable Competencies**

- Experience with Civis or other similar data partners
- Experience with Tableau or other similar tools
- Experience working in a fundraising programme

### **Qualifications:**

- At least 3 years of experience in a Database or Insights Management role in a large organisation.