Position Details

Position Title:	Data Scientist/Engineer
Division:	Fundraising & Marketing, CRM & Analytics
Reports to:	Senior Manager, CRM & Analytics
Position Purpose	To identify opportunities for the enhancement of Mission Australia Supporter Analytics capability, implement technical solutions, and measure fundraising outcomes to help drive continuous fundraising improvement.

Position Description

Key Accountabilities

- Responsible for management and enhancement of the Supporter CRM data model, definitions and meta data
- Ensure ETLs and other data flows are operational and appropriate for reporting and analytics purposes
- Provide thought leadership on reporting and drive adoption of available reports and relevant Power BI features that provide insight into Mission Australia's supporter characteristics and behaviour
- Identify opportunities for the employment of predictive models, machine learning tools and/or other advanced analytics techniques that can be used to improve fundraising outcomes.
- Implement new analytics solutions, evaluate outcomes and improve as required

Key Activities

- Troubleshoot, optimise and improve database structure, transformations and data flows
- Develop and implement predictive models and reporting on Power BI
- Identify analytics tools, services and feature enhancements and work with IT to implement
- Present insights and findings to fundraising managers and recommend actions to improve fundraising outcomes: donor acquisition, retention, value upgrade, and cost reduction.
- Maintain and extend database and process documentation

Key challenges of the role

- Building knowledge of existing data structures and familiarisation with Mission Australia's historical results and fundraising measurement frameworks, especially if new to the Fundraising industry.
- Asking the right questions and articulating expected outcomes and benefits of analytics projects to gain buy in from colleagues and senior staff members.
- Keeping pace with new emerging technologies and trends with an open mindset that is flexible and adaptable.
- Collaborating effectively with IT staff who have limited capacity and competing priorities

Candidate Requirements

Traits

- **Inquisitive** – the successful candidate will instinctively ask why and seek to understand drivers of fundraising results and explore how they can potentially be improved
- **Outcome focused** – the successful candidate is highly motivated by the expected benefits to fundraising outcomes for projects he/she is working on or leading.
- **Team orientated** – collaborative and open, the successful candidate will share knowledge and seek engagement with other team members
- **Creative** – the successful candidate will bring fresh thinking to the team, be forthcoming with ideas, willing to question the status quo and be able to think laterally to solve problems.

Qualification, knowledge, skills and experience

- Experience working with and creating data architectures.
- Strong SQL skills (DDL and DML)
- Experience with common data science programming languages such as Python or R
- Knowledge of a variety of machine learning techniques (clustering, decision tree learning, artificial neural networks, etc.) and their real-world advantages/drawbacks.
- Knowledge of advanced statistical techniques and concepts (regression, properties of distributions, statistical tests and proper usage, etc.)
- Understanding of database marketing and experience analysing marketing or fundraising campaign results

MISSION AUSTRALIA

Capabilities

Below is the full list of capabilities and the level required for this role. Refer to the next section for further definition of each capability.

Capability Group	Capability Name	Level
Personal Attributes	Display Resilience and Courage	Intermediate
	Act with Integrity	Intermediate
	Manage Self	Adept
	Value Diversity	Intermediate
Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Foundational
	Work Collaboratively	Intermediate
	Influence and Negotiate	Intermediate
Results	Deliver Results	Adept
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Foundational
Business Enablers	Finance	Foundational
	Technology	Adept
	Procurement and Contract Management	Not applicable
	Project Management	Intermediate

Capability Framework		
The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.		
Group and Capability	**Level**	**Behavioural Indicators**
Personal Attributes Display Resilience and Courage	Intermediate	• Be flexible, show initiative and respond quickly when situations change • Offer own opinion and raise challenging issues • Listen when ideas are challenged and respond in a reasonable way • Work through challenges • Stay calm and focused in the face of challenging situations
Personal Attributes Act with Integrity	Intermediate	• Adapt existing skills to new situations • Show commitment to achieving work goals • Show awareness of own strengths and areas for growth and develop and apply new skills • Seek feedback from colleagues and stakeholders • Maintain own motivation when tasks become difficult
Personal Attributes Manage Self	Adept	• Look for and take advantage of opportunities to learn new skills and develop strengths • Show commitment to achieving challenging goals • Examine and reflect on own performance • Seek and respond positively to constructive feedback and guidance • Demonstrate a high level of personal motivation

MISSION AUSTRALIA

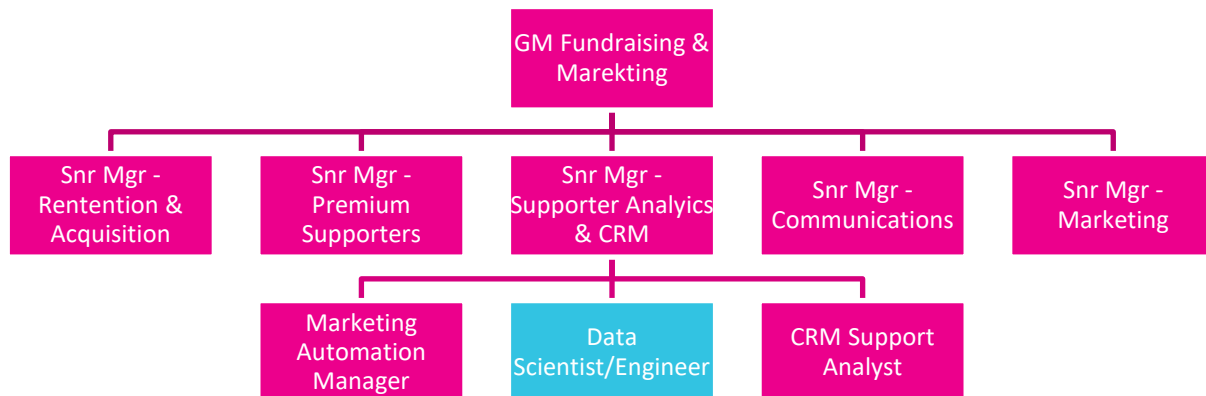| Personal Attributes Value Diversity	Intermediate	• Be responsive to diverse experiences, perspectives, values and beliefs and listen to others' individual viewpoints • Seek input from others who may have different perspectives and needs • Adapt well in diverse environments
Relationships Communicate Effectively	Adept	• Tailor communication to the audience • Clearly explain complex concepts and arguments to individuals and groups • Monitor own and others' non-verbal cues and adapt where necessary • Create opportunities for others to be heard • Actively listen to others and clarify own understanding • Write fluently in a range of styles and formats
Relationships Commit to Customer Service	Foundational	• Understand the importance of customer service • Help customers understand the services that are available • Take responsibility for delivering services which meet customer requirements • Keep customers informed of progress and seek feedback to ensure their needs are met • Show respect, courtesy and fairness when interacting with customers
Relationships Work Collaboratively	Intermediate	• Build a supportive and co-operative team environment • Share information and learning across teams • Acknowledge outcomes which were achieved by effective collaboration • Engage other teams/units to share information and solve issues and problems jointly • Support others in challenging situations
Relationships Influence and Negotiate	Intermediate	• Utilise facts, knowledge and experience to support recommendations • Work towards positive and mutually satisfactory outcomes • Identify and resolve issues in discussion with other staff and stakeholders • Identify others' concerns and expectations • Respond constructively to conflict and disagreements • Keep discussion focused on the key issues
Results Deliver Results	Adept	• Take responsibility for delivering on intended outcomes • Make sure team/unit staff understand expected goals and acknowledge success • Identify resource needs and ensure goals are achieved within budget and deadlines • Identify changed priorities and ensure allocation of resources meets new business needs • Ensure financial implications of changed priorities are explicit and budgeted for • Use own expertise and seek others' expertise to achieve work outcomes

MISSION AUSTRALIA

Results Plan and Prioritise	Intermediate	• Understand the team/unit objectives and align operational activities accordingly • Initiate, and develop team goals and plans and use feedback to inform future planning • Respond proactively to changing circumstances and adjust plans and schedules when necessary • Consider the implications of immediate and longer term organisational issues and how these might impact on the achievement of team/unit goals • Accommodate and respond with initiative to changing priorities and operating environments
Results Think and Solve Problems	Intermediate	• Research and analyse information and make recommendations based on relevant evidence • Identify issues that may hinder completion of tasks and find appropriate solutions • Be willing to seek out input from others and share own ideas to achieve best outcomes • Identify ways to improve systems or processes which are used by the team/unit
Results Demonstrate Accountability	Foundational	• Take responsibility for own actions • Be aware of delegations and act within authority levels • Be aware of team goals and their impact on work tasks • Follow safe work practices and take reasonable care of own and others health and safety • Escalate issues when these are identified
Business Enablers Finance	Foundational	• Understand that budgets are limited and must only be used for intended purposes • Appreciate the importance of accuracy and completeness in estimating costs as well as calculating and recording financial data and transactions • Be aware of financial delegation principles and processes • Understand compliance obligations related to using resources and recording financial transactions
Business Enablers Technology	Adept	• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Identify opportunities to use a broad range of communications technologies to deliver effective messages • Understand, act on and monitor compliance with information and communications security and use policies • Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business • Support compliance with the records, information and knowledge management requirements of the organisation

MISSION AUSTRALIA

Business Enablers Procurement and Contract Management		
Business Enablers Project Management	Intermediate	• Perform basic research and analysis which others will use to inform project directions • Understand project goals, steps to be undertaken and expected outcomes • Prepare accurate documentation to support cost or resource estimates • Participate and contribute to reviews of progress, outcomes and future improvements • Identify and escalate any possible variance from project plans

Purpose and Values

- Actively support Mission Australia's purpose and values.
- Positively and constructively represent our organisation to external contacts at all opportunities.
- Behave in a way that contributes to a workplace that is free of discrimination, harassment and bullying behaviour at all times.
- Operate in line with Mission Australia policies and practices (EG: financial, HR, etc.) to help ensure the health, safety and welfare of self and others working in the business.
- Follow reasonable directions given by the company in relation to Work Health and Safety.
- Follow procedures to assist Mission Australia in reducing illness and injury including early reporting of incidents/illness and injuries.
- Promote and work within Mission Australia's client service delivery principles, ethics, policies and practice standards.
- Actively support Mission Australia's Reconciliation Action Plan.

MISSION AUSTRALIA

Organisational Chart

```
                          ┌─────────────────────┐
                          │ GM Fundraising &    │
                          │ Marekting           │
                          └─────────────────────┘
        ┌──────────────┬────────────┼─────────────┬──────────────┐
┌───────────┐  ┌───────────┐  ┌────────────┐  ┌───────────┐  ┌───────────┐
│ Snr Mgr - │  │ Snr Mgr - │  │ Snr Mgr -  │  │ Snr Mgr - │  │ Snr Mgr - │
│ Rentention│  │ Premium   │  │ Supporter  │  │Communica- │  │ Marketing │
│ &         │  │ Supporters│  │ Analyics   │  │ tions     │  │           │
│ Acquisition│ │           │  │ & CRM      │  │           │  │           │
└───────────┘  └───────────┘  └────────────┘  └───────────┘  └───────────┘
                        ┌───────────┼───────────┐
                 ┌───────────┐ ┌───────────┐ ┌───────────┐
                 │ Marketing │ │ Data      │ │ CRM       │
                 │ Automation│ │ Scientist/│ │ Support   │
                 │ Manager   │ │ Engineer  │ │ Analyst   │
                 └───────────┘ └───────────┘ └───────────┘
```

Mission Australia

About us:	Mission Australia is a non-denominational Christian organisation that has been helping people re gain their independence for over 155 years.
	We've learnt the paths to getting back independence are different for everyone. This informs how we help people, through early learning and youth services, family support and homelessness initiatives, employment and skills development, and affordable housing. Our nationwide team delivers different approaches, alongside our partners and everyday Australians who provide generous support.
	Together we stand with Australians in need, until they can stand for themselves.
Purpose:	Inspired by Jesus Christ, Mission Australia exists to meet human need and to spread the knowledge of the love of God.
	"Dear children, let us not love with words or speech but with actions and in truth." *(1 John 3:18)*
Values:	Compassion Integrity Respect Perseverance Celebration
Goal:	To reduce homelessness and strengthen communities.

MISSION AUSTRALIA

Compliance checks required

Working with Children ☐

National Police Check ☒

Vulnerable People Check ☐

Drivers Licence ☐

Other (prescribe) ☐ _____

Approval

Manager name	Yael Wasserman	Approval date