DATA INTELLIGENCE and ANALYTICS LEAD

ABOUT UNITING

**Our purpose:** To inspire people, enliven communities and confront injustice.

**Our values:** As an organisation we are imaginative, respectful, compassionate and bold.



At Uniting, we believe in taking real steps to make the world a better place. We work to inspire people, enliven communities and confront injustice.

Our services are in the areas of aged care, disability, child and family, community services, and chaplaincy and we get involved in social justice and advocacy issues that impact the people we serve. As an organisation we celebrate diversity and welcome all people regardless of lifestyle choices, ethnicity, faith, sexual orientation or gender identity.

Uniting is one of the largest not-for-profit community service providers in NSW and the ACT, with a rich history of providing services to the community for more than 100 years. We have more than 550 services, as far north as Tweed Heads, as far west as Broken Hill, and as far south as the ACT.

Our focus is always on the people we serve, no matter where they are at in their life. Our range of supports and services are designed in partnership with clients and around their needs

ABOUT THE ROLE

Lead our data-driven initiatives, collaborating closely with the Marketing and Sales teams to enhance performance reporting and drive strategic decision-making. Transforming raw data into actionable insights and working within a collaborative environment. Opportunity to shape the future of data intelligence and analytics within our marketing and sales team.

Transforming data sets into clear, concise, and actionable insights for key stakeholders. The successful candidate will play an instrumental role in guiding decision making.

In addition to fact-based analysis, this role requires a strategic mindset to identify opportunities for process optimisation and continuous improvement. The ideal candidate will possess a deep understanding of the Customer, Sales & Marketing function and be adept at providing information and delivering high-quality support services to managers and other stakeholders within the Uniting organisation including facilitating analytic workshops with senior stakeholders and their teams to draw out meaningful insights.

BUSINESS ACUMEN

* **Organisational Operation -** Displays awareness of Uniting’s business objectives and understands how personal objectives relate to those objectives.
* **Organisational Objectives -** Has broad awareness of Uniting’s vision and values and how they apply to issues in the team.
* **Develops and Grows the Business –** Understands team and organisational goals and works collaboratively with Team Members to achieve organisational goals**.** They should be able to identify opportunities and risks and provide insights that drive business outcomes.
* **Makes Sound Decisions –** Analyses problems, seeks input from relevant people and then takes appropriate action to implement the most effective solution in a timely manner.
* **Relationship building:** The successful candidate should be able to build relationships with senior stakeholders, including executives and business unit leaders. They should be able to establish trust and credibility and communicate complex concepts in a clear and concise manner.
* **Analytic skills:** The candidate should have exceptional analytical skills, including the ability to identify patterns, relationships, and trends in data. They should be able to use statistical techniques and tools to identify meaningful insights that drive business outcomes.
* **Storytelling:** The candidate should be able to use data to tell a story that resonates with stakeholders. They should be able to communicate insights in a compelling manner, using data visualisations and other tools to help stakeholders understand the implications of the insights.
* **Problem solving**: The candidate should be able to use data to help senior stakeholders solve complex business problems. They should be able to identify and prioritise issues, develop hypotheses, and design experiments to test their theories.
* **Change management:** The successful candidate should be able to help senior stakeholders navigate change and adopt new ways of thinking. They should be able to communicate the value of data-driven decision making and build support for new initiatives.
* **Communication skills:** The successful candidate should have excellent communication skills, both written and verbal. They should be able to communicate complex concepts in a clear and concise manner and adjust their communication style to suit their audience. Facilitating workshops and data meetings will be fundamental to this role

YOUR RESPONSIBILITIES

* Develop and execute a comprehensive data and intelligence strategy to support marketing and sales performance metrics.
* Collect, analyse, and interpreting datasets to extract valuable insights.
* Collaborate with cross-functional teams to define key performance indicators (KPIs), establish benchmarks for success.
* Design and implement data visualisation tools and dashboards to communicate analytical findings to stakeholders.
* Identify opportunities to leverage data for predictive modelling and enhance customer segmentation strategies.
* Drive data quality initiatives, ensuring accuracy, consistency, and reliability of marketing and sales data.
* Collaborate with IT teams and external agencies to optimise data infrastructure, ensure scalability via standardised dashboards.
* Financial management, manage team forecast and expenditures in accordance with agreed plans, timelines, and executive expectations. Specifically manage media budget allocation for all campaigns. Allocate campaign budgets and KPI’s
* Operational processes, participate and contribute to the campaign’s performance analysis of the Marketing Team.
* Ensure the activity is implemented successfully and that the intended outcomes are achieved.

**QUALIFICATIONS & EXPERIENCE**

**Qualifications:**

* Bachelor's or advanced degree in Data Science, Statistics, Computer Science, or a related field.

**Experience:**

You will have excellent written and verbal communication skills, be organised, effective and energetic. You will continue to develop your skills and capability and encouraged to provide innovative ideas to solve business problems. You have the ability to navigate a complex organisation, forging relationships, and building credibility and trust among your peers and stakeholders.

* Minimum of 2-3 years of commercial experience working on BI analysis and insights, from reporting to analysis, planning and introducing new technologies/new frameworks
* Proven experience in a similar role with analytics as a core focus.
* Strong analytical and quantitative skills, with expertise in data visualisation tools (e.g., Power BI) and advanced usage of Microsoft Tools specifically Power Point and Excel.
* In-depth knowledge of marketing and sales processes, with the ability to align data strategies with business objectives.
* Proficiency in data manipulation tools.
* Excellent communication skills to effectively convey complex insights to non-technical stakeholders.

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| **Employee Name:** |  | **Manager’s Name:**  **Title** |  |
| **Date:** |  | **Date:** |  |
| **Signature:** |  | **Signature:** |  |