# POSITION DESCRIPTION – TEAM MEMBER

| Position Title | Data Analyst | Department | Engagement & Support |
|---|---|---|---|
| Location | Sydney | Direct/Indirect Reports | Not applicable |
| Reports to | Data Scientist | Date Revised | January 2019 |
| Industrial Instrument | Social Home Care and Disability Services Award | | |
| Job Grade | Job Grade 5 | | |

## ■ Position Summary

In 2018 Australian Red Cross kicked off a focus on Customer Experience, understanding all of the connections people have with us and how to make this connection a richer more rewarding experience in an aim to meet our Strategy 2020 goals. Key to achieving an exceptional experience is data science. Our supporters and customers interact with us and with each other in a myriad of ways, whether it is financial donations, branch membership, shopping in our stores, or supporting each through volunteering opportunities and in our online social networks. Red Cross is looking to leverage data science to create a more profoundly personalised and impactful experience.

The Data Analyst works within the Engagement & Support Team.

The Data Analyst reports into the Data Scientist and provides reporting, data and analysis support to the Engagement and Support Department. The Data Analyst is responsible for supporting efforts via the development and delivery of improved reporting capability, reporting, analytics, data mining, data extract management and process automation.

Working in partnership with the fundraising (Acquisition, Loyalty, Major Donor Partnerships), Customer Experience and MarComms (including digital), Retail and First Aid teams, the holder of this role will be expected to deliver and improve on existing reporting architecture, practices and support.

This role will require the holder to understand business imperatives and work with the business to develop fit for purpose Analytics and BI solutions, as well as prototype the development of new business capability in the area.

## ■ Position Responsibilities

### Key Responsibilities

- Improve the performance of the Engagement and Support through implementing and managing improved reporting capability & developing the data architecture underpinning business analytics.
- Engage with the various teams within Engagement and Support to understand strategic and operational requirements to improve and monitor quality for both end-to-end delivery process and information content delivered.
- Assist in design, documentation and delivery of ad-hoc and other reporting as requested by the Data Scientist.
- Maintain, develop and document scheduled data extracts / data cube loads / automation and reporting.

Position description
Template authorised by: Janice Murphy, National Recruitment Manager

Date: July 2016

CRISIS CARE COMMITMENT

www.redcross.org.au

page 1 of 3

- Own and maintain business rule documentation including implementation and maintenance of a detailed data dictionary of business rules and associated metadata that support best practice data management.
- Collaborate with strategic priority owners and subject matter experts to develop actionable analytical & data mining projects to guide business decisions.
- Engage with stakeholders to define outbound targeted campaign criteria and brief, execute code to fulfil criteria, advise on A/B testing, control cells, etc. as necessary. Ensure hygiene and integrity of outbound data, maintain history of contacts and provide post-contact analysis.
- Engage with organisation wide development of data governance principals and practice.
- Create, undertake and communicate processes that maintain high standards of data hygiene within Australian Red Cross databases

# ■ Position Selection Criteria

## Technical Competencies

**Experience:**
- Hands-on experience of file extracts from relational databases (expert level proficiency in SQL)
- Hands-on experience in dynamic business report creation using modern BI tools (e.g. Tableau, Power – BI)
- Application of Business Intelligence Tools and understanding of Data-warehousing principals.
- Demonstrated experience of data manipulation and exploration in SQL, data analysis, customer profiling and application of statistical methods
- Experience in documenting databases, business rules and business reporting requirements
- Exposure to Project Management principles and knowledge of SDLC
- Experience working in an Agile environment
- Experience in providing Analytics support to Strategic teams
- Experience in data manipulation and exploration in Python (desirable)
- Exposure to basic Machine Learning concepts (desirable)

## Qualifications/Licenses

- Tertiary qualification in a relevant discipline and or relevant experience
- Microsoft certification in SQL Server (desirable)

## Behavioural Capabilities

- **Personal effectiveness | Achieve results |** Demonstrated ability to manage work and achieve the results committed to. Ability to evaluate progress and make adjustments needed to achieve goals. Accept responsibility for mistakes and learn from them.
- **Personal effectiveness | Solving problems |** Demonstrated ability to identify situations or issues, consider options and develop solutions. Ability to communicate any problems, implement solutions and monitor appropriate actions.
- **Organisational effectiveness | Focussing on clients |** Proven track record in providing high quality service to internal and external clients and stakeholders. Actively seek and respond to client feedback in a constructive manner.
- **Organisational effectiveness | Thinking strategically |** Demonstrated understanding of how an individual's role and work contributes to achieving organisational goals. Ability to think ahead and plan accordingly.
- **Organisational effectiveness | Innovating and improving |** Demonstrated ability to identify and raise issues regarding ineffective work processes and take initiative to make improvements.

# ■ General Conditions

All Red Cross staff and volunteers are required to:

- Adhere to the 7 fundamental principles of Red Cross:

  **Humanity | Impartiality | Neutrality | Independence | Voluntary Service | Unity | Universality**

- Act at all times in accordance with the Australian Red Cross Ethical Framework and Child Protection Code of Conduct

- Demonstrate skill, knowledge and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way

- Comply with the Work Health and Safety management system

- Undertake a police check prior to commencement and every 5 years thereafter. Police check renewals may be required earlier than 5 years in order to comply with specific contractual or legislative requirements

- Support a child safe organisation by undertaking screening for suitability to work with children, youth and vulnerable people and to comply with relevant state/territory legislative requirements

- Assist the organisation on occasion, in times of national, state or local emergencies or major disasters