



MANAGER, DATA ANALYSIS

Status	Full-time permanent
Department	Donor Marketing
Reports to	Sr. Manager, Donor Experience
Compensation band	3A
Overall responsibility	<p>The Donor Marketing team is responsible for the end- to-end communication and loyalty strategy across all fundraising products/portfolios to meet revenue and retention targets.</p> <p>Reporting to the Sr. Manager, Donor Experience, the Manager, Data Analysis will be responsible for analyzing the donor base, working with large data sets to understand trends in donor behavior and to extract insights that will increase campaign effectiveness. This role will help drive decision-making at every level of the team, leading to enhanced donor retention and satisfaction, as well as growing product revenue.</p>
Specific responsibilities	<p>Reporting and Analysis:</p> <ul style="list-style-type: none">• Retrieve data from various sources and prepare data for analysis, with high accuracy and applicability• Working on data manipulation and extraction using Microsoft SQL Server Management Studio• Work with the Information Management (IM) team to develop automated reports for Channel Acquisitions, Payment Processing and Re-charging, Outbound Call Campaign Results/Dashboard, Terminations, Retention Dashboard, and ADHOC reports• Create data solutions to support business requirements for targeted initiatives as well as analytics• Provide ADHOC data and reports as requested

**Skills, experience,
qualifications**

Payment and Arrears Process Improvements:

- Reduce/stop lost revenue through process gaps & increase revenue collection
- Implement improvements to current payment processes as well as introduce new operational processes
- Responsible for executing an accelerated Arrears process
- Manage Contribution Reminder (cheque statements) process
- Maximize revenue collection rate

Discontinuations:

- Manage and forecast discontinuation rates and trending on a monthly basis and share results and trends with channel and product owners
- Provide daily update report on voluntary discontinuations

Donor Journey Execution:

- Provide data-driven recommendations on marketing activities, including revenue-generating and online campaigns, to support the retention activities of the team
- This role will also support functions like competitive analysis
- A Marketing/Business degree or equivalent experience is required
- 4+ years of demonstrated experience in data analysis, reporting and driving business improvements
- Advanced use of data analysis, modeling and reporting techniques (including Excel, SAS, SQL, data handling systems)
- Ability to develop complex SQL queries against various data sources, including complex sub queries, correlated queries, and nested queries
- Ability to analyze large disparate data sets and synthesize key insights
- Excellent written and verbal communication to share insights and recommendations
- Good project management skills, with high attention to detail and organization
- Expert multi-tasker, can manage multiple timelines to meet deadlines
- Ability to manage various vendors and agencies
- Good understanding of payment processing operations would be beneficial, as would an understanding of basic execution of revenue-generating products/campaigns
- Ability to work independently and in team environment
- A strong work ethic coupled with tact and diplomacy
- Personal values consistent with those of Plan International's corporate values

About Plan International Canada

Imagine working for a leading international non-governmental organization (NGO) that's dedicated to creating a better world. That's Plan International, a global movement for change, mobilizing millions of people around the world to support social justice for children in developing countries.

Founded in 1937, Plan International is one of the world's oldest and largest international development agencies, working in partnership with millions of people around the world to end global poverty. Not for profit, independent and inclusive of all faiths and cultures, Plan International has only one agenda: to improve the lives of children. Because I am a Girl is Plan International's global initiative to end gender inequality, promote girls' rights and lift millions of girls – and everyone around them – out of poverty. Plan International Canada is part of a global network of offices in over 70 countries.

Our busy Toronto and Ottawa-based offices undertake fundraising, donor engagement and public outreach, as well as overseeing a wide variety of field programs led by our International Program Department, which includes experts in health, education, water and sanitation, economic security, gender equity, child protection and participation, and humanitarian assistance.

We at Plan International Canada are a dedicated, passionate and diverse team of over 200 employees who are committed to making a difference in the lives of children.

Join us and plan to change the world.

Visit our website at plancanada.ca

How to apply

To apply for this role please forward your CV and covering letter, outlining your skills, experience and salary expectations to gethired@plancanada.ca by April 28, 2017. Please reference **Data Analyst Manager** in the subject line.

Plan International Canada sincerely thanks all applicants for their expressed interest in this opportunity; however only those selected for an interview will be contacted. **No phone calls please.**

Applicants must be legally eligible to work in Canada.

Consistent with our Child Protection Policy the successful candidate must receive clearance by a police background check, including the vulnerable sector screen.

Plan International Canada is an inclusive workplace, and is committed to championing accessibility, diversity and equal opportunity. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the Bona-fide requirements for the open position. Applicants need to make their requirements known when contacted.