



**JOIN OUR TEAM. CHANGE YOUR CAREER. CHANGE THE WORLD.**

## **SENIOR ANALYST, DATA MARKETING**

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**Organization:** Plan International Canada  
**Reports to:** Senior Manager, Donor Experience  
**Location:** Toronto (Mount Pleasant & Eglinton)

### **About You**

Are you an experienced data analyst with a track record of creating actionable insights that improve marketing performance? Do you have the skill and drive to perform in-depth data mining and modelling, and communicate results and recommendations?

Are you passionate about equal rights for all children and equality for girls? Can you see yourself being an integral member of a team that works towards transforming lives in developing countries?

### **Why a career with Plan?**

A career with Plan International Canada offers individuals a meaningful experience that drives professional development and a rewarding opportunity to use their skills and talents to help make a difference in promoting child rights to end child poverty. Are you ready for an opportunity to join one of the largest International NGOs in the world, creator of the award winning "Because I am a Girl" global movement, working to end gender inequality and promote girls' rights? Are you excited about playing an important role in determining the future of millions of children and families globally?

Employees at Plan International Canada's National Office strive to make a difference in the lives of children and their families through sustainable, child-focused community development.

Joining our dynamic team of experts and specialists can change your life too!

Our unique culture fosters a supportive, flexible workplace where employees are encouraged to bring their whole selves to work. As a member of a diverse, dynamic, high-performing team, each Plan employee is driven to learn, valued for their contribution and approaches each day excited to make an impact.

We are proud of our award winning corporate culture validated by our *Canadian Nonprofit Employer of Choice* award for 2015 and 2016 and *Canada's 10 Most Admired Corporate Cultures* since 2012.

Join our high performing team and change your career...change the world!

## **The Organization**

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 strives for a just world that advances children's rights and equality for girls.

**Because I am a Girl** is Plan International's global movement to transform power relations so that girls everywhere can learn, lead, decide and thrive.

Plan Canada's Toronto and Ottawa-based offices undertake fundraising, donor engagement and public outreach initiatives that support programs that are implemented in more than 50 developing countries across Africa, Asia and the Americas. Plan has a dedicated staff of over 200 employees whose role is to support quality programming in the areas of health, education, water and sanitation, economic security, gender equity, child protection and participation, and humanitarian assistance.

Further information can be found at: [plancanada.ca](http://plancanada.ca).

## **The Position**

The Senior Data Analyst, Marketing will be responsible for analyzing campaign and channel performance, as well as trends within the donor base. Working with large data sets, you will extract, prepare and analyze data, and report back on key insights to improve performance and effectiveness. You will also create and maintain models that predict changes in the donor base and input into strategies for segmentation, research and data cleanliness.

Reporting to the Senior Manager, Donor Experience, this role is a key contributor to team efforts to grow donor retention and satisfaction, as well as growing fundraising revenue.

### **What does success look like?**

- Provide actionable marketing data analysis, reporting and insights to answer key business needs within Donor Experience/Marketing
- Create and manage statistical models that forecast performance/rates and trends. Share results with channel/product owners and Senior Management
- Input into donor segmentation and journeys through analysis of revenue-generating and retention activities; responsible for donor research and data hygiene monitoring

### **As our ideal candidate you will have:**

- Worked as member of an integrated marketing team, leveraging the power of data to drive marketing initiatives
- A proven track record of providing deep campaign analysis to support a broad marketing team in planning and improving performance (3-5 years minimum)
- Business acumen and the ability to influence others through fostering strong working relationships
- Expertise in Microsoft SQL Server Management Studio to manipulate and extract data
- Strong technical skills in statistical methods and data modelling
- Strong communication skills (verbal, written, presentation)
- An aptitude for problem solving, while not losing sight of the end goal

- Good organization and prioritization skills, while maintaining a flexible and adaptable work style
- Open to collaboration with strong personalities and professionals; thrive in a fast-paced evolving work culture
- A passion for mission driven work and personal values aligned with those of Plan International Canada's corporate values

**How to apply:**

To express interest in this exciting opportunity to join a dynamic organization and a high performing team please forward your CV and covering letter, outlining your skills, experience and salary expectations to [gethired@plancanada.ca](mailto:gethired@plancanada.ca) by May 23, 2017. Please reference **Senior Analyst, Marketing Data** in the subject line.

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.

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

Applicants must be eligible to work in Canada for the duration of the work term. Proof of eligibility will be required.

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.

**Thank you for your interest in a career at Plan**