



Engage & Experience is a consultancy that supports charities to increase revenues through improved supporter experience systems and processes. We are leaders in regular giving programme optimisation and support our charity clients to overcome complex direct marketing challenges with our unique blend of fundraising, data and technology expertise and through complete, practical, achievable and best practice frameworks that take in CRM, Campaign Management, Payment Optimisation and Business Intelligence.

We are first and foremost, Individual Giving fundraising specialists, and also technology, change and project governance consultants. It is this dual expertise that means we “speak fluently in both languages - strategy and delivery.”

We also developed [Recurring Insights](#), a cloud-based business intelligence solution for fundraising charities to optimise their campaigns to increase their donations and profits.

We are looking for a consultant to join our managed services team, supporting a growing roster of charity clients to whom we provide combined data and insights, campaign management and BAU development services.

The role will provide expert support to our CRM managed service clients, supporting the effective planning, targeting, execution, insights and continual optimisation of Individual Giving campaigns and supporter lifecycle CRM processes.

Most of our team, including our Lead Technical Consultant to whom this role will report, are based out of our Hobart office. As such, Hobart would be our preferred location, but we are also happy to consider candidates based in Melbourne or Sydney.

JOB DESCRIPTION: Campaign, Data and Insights Specialist

Role	Consultant - Campaign, Data and Insights Specialist
Contract type and location	Flexible contract arrangements for the right person (0.6-1 FTE, Contract or Permanent) Location: Hobart, Melbourne or Sydney
Job Purpose	<p>As Campaign, Data and Insights Specialist for Engage & Experience you will be responsible for providing consultancy database, campaign and supplier management services to some of Asia-Pac’s leading regular giving programmes.</p> <p>You will work with a variety of organisations and causes, fundraising channels and suppliers utilising various technology stacks and CRM platforms including Raiser’s Edge, Salesforce, Microsoft Dynamics and Clarety Community.</p> <p>On behalf of our clients you will often act as campaign coordinator as well as data and insights lead, along with providing sound business analysis that drives continual improvement to supporter lifecycle processes.</p>





<p>Responsibilities</p>	<p>Campaign and supplier management</p> <ul style="list-style-type: none"> ● Act as fundraising database manager and data governance lead to our various NFP clients ● Campaign data production for regular giving donor development (telemarketing) activities, single giving appeals and other fundraising, engagement and advocacy campaigns ● Engage with and manage 3rd party fundraising supplier relationships on behalf of the client ● Implementation and execution of best practice campaign and lifecycle processes based on Engage & Experience frameworks and methodologies ● Proactively provide intuitive, succinct reporting and insights to various business stakeholders <p>Database management and data governance</p> <ul style="list-style-type: none"> ● Act as data governance lead, ensuring business rules and processes are practical, efficient, clearly documented and adhered to ● Develop and implement and execute data integrity processes, checks and reporting ● Guide and assist our clients in embedding a culture of best practice and continual improvement ● Provide both technical and non-technical process training to a variety of end user roles <p>Client and account management</p> <ul style="list-style-type: none"> ● Consistently represent Engage & Experience in a professional and ethical manner
<p>Personal Background & Attributes</p>	<ul style="list-style-type: none"> ● You are focused on the fundraising business solution above all, and have a background in fundraising or NFP marketing ● Comfortable and excited by the idea of working in an environment where you will traverse a range of business solutions technologies (CRM, digital engagement tools, payment systems, business intelligence) in order to provide a mash-up of proven and leading-edge technologies to generate valuable outcomes for our clients ● A business problem focussed mindset - our technology solutions are responding to our clients' and customers' real world fundraising and marketing problems ● A genuine interest for continuous learning and exploration including new technology, systems and processes ● Not fussed about rolling up your sleeves and diving into tasks outside of your job description if required ● Strong troubleshooting skills covering both technical and process related areas ● Excellent organisational habits ● Attention to detail and ability to spot abnormalities in data, systems and processes ● The ability and EQ to be able to translate technical information to a range of audiences, including (often non-technical) senior leadership, creative, marketing





	and fundraising stakeholders
Experience	<p>Essential</p> <ul style="list-style-type: none">● Minimum 5 years in individual giving fundraising● Strong Raiser’s Edge experience● Expert in Excel and data handling practices● Experience with various marketing automation tools● Campaign and 3rd party campaign supplier management experience <p>Bonus:</p> <ul style="list-style-type: none">● Experience in Salesforce NPSP and/or Microsoft Dynamics CRM● Working knowledge of SQL, SQL queries and data modelling● Experience in data analytics or data science● Understanding of coding methodologies and practices
Applications	<p>Please forward your application to contact@engageandexperience.com.au with the subject line “Application - Campaign, Data and Insights Specialist”</p> <p>Closing date: 31 May 2020</p>

