

# Data Analyst

November 2020

<b>Reporting to:</b>	Head of Digital (with dotted line management to the Product Manager, Data Platforms)	
<b>Direct Reports:</b>	None	
<b>Status:</b>	12-month contract	Part Time, 3-days per week Ideally Tuesday is one of the work days and we're flexible on the other two days.
<b>Salary range:</b>	\$85,000 + super (to be prorated for part time). PBI salary packaging available to optimise take home pay.	
<b>Location:</b>	Sydney	

ReachOut values diversity in our workforce. We encourage people from Aboriginal and Torres Strait Islander and culturally diverse backgrounds to apply.

## About the organisation

ReachOut is the most accessed online mental health service for young people and their parents in Australia. Our trusted self-help information, peer-support program and referral tools save lives by helping young people be well and stay well. The information we offer parents makes it easier for them to help their teenagers, too.

We've been championing wider access to mental health support since we launched our online service more than 20 years ago. Everything we create is based on the latest evidence and is designed with experts, and young people or their parents. This is why our service is trusted, relevant and so easy to use.

Accessed by more than 2 million people in Australia each year, ReachOut is a free service that's available anytime and pretty much anywhere.

## About the role

The purpose of the Data Analyst role is to drive key actionable insights to improve our services and better understand the needs of the community we serve.

Your work will have a direct impact on shaping the future of how ReachOut supports young people (and their families) to understand, access and utilise our mental health information and services.

Sitting at the intersection of all teams (Research, Marketing and Fundraising, Government Relations, Content, Community and Digital), you'll bring a specialist skill set to translate diverse data sets into a consistent format, go hunting in the numbers for new stories, and



Helping all young people be happy and well

create compelling visualisations. Your natural curiosity to understand what's behind the numbers will bubble beneath everything you do.

This is a hands-on role and includes the design, development, and reporting of operational metrics; reporting to internal and external stakeholders; and analysis for internal teams to inform service planning and delivery. So, you'll be comfortable using SQL and have sound knowledge and experience with analytical tools.

### What you'll be doing:

#### Development of Actionable Insights

- Work with the managers of our services, programs, campaigns, research and evaluation projects to determine bespoke data requirements.
- Collaborate with these teams on data interpretation.
- Work closely and collaboratively with internal marketing and campaigns teams to ensure they have the reporting to identify opportunities to improve performance.
- Ensure all data is distributed and reported in a way that is secure and complies with ReachOut policies.

#### Reporting

- Help define and implement common definitions for key metrics across the organisation.
- Set up storytelling dashboards for key service, program and campaign initiatives so that staff can self-service their ad-hoc reporting needs
- Strengthen and implement regular reporting to the Leadership Team. This includes monthly and quarterly dashboards for service, programs and campaigns.
- Report on metrics to support service evaluation
- Provide timely data and analysis for reports to funders.

#### Communications

- Present data insights and findings to stakeholders.
- Help improve data literacy across the organisation

### You work closely with:

With	Purpose
1. Head of Digital Product	The Head of Digital Product provides ongoing leadership, management and support
2. Product Manager, Data Platforms	Manage the requests and prioritise workload
3. Digital Product Team	Participate as a positive and contributing team member
4. Other ReachOut teams	Design, development, and reporting of operational metrics; reporting to internal and external stakeholders; and analysis for internal teams to inform service planning and delivery

**To be successful in the role, the following experience is preferred:**

**Technical/professional knowledge and experience:**

- Proficient and comfortable in SQL
- Experience working with data warehouses (Redshift, Snowflake, BigQuery etc)
- Experience working with BI tools (PowerBI, Tableau, Metabase etc)
- Experience working with Analytics and Data Collections platforms (Google Analytics, Heap, Segment, Snowplow etc)
- Experience in consolidating and visualising disparate data sets

**Personal attributes:**

- Collaborative
- Logical thinker
- Excellent attention to detail
- Strong communication skills to present ideas and findings
- Critical thinking to reach conclusions based on findings
- Genuine curiosity about how things work
- Loves learning new things
- Have a commitment to ReachOut Australia's values and behaviours including working in partnership with young people