Job Description
Insights Analyst

Department	Creative and Technology
Reports to	Senior Insights Strategist
Direct Reports	Nil- works closely with contractors, interns and volunteers
Grade	Grade 6
Status	Full time, fixed term contract (12 months)
Location	Greenpeace's normal places of business (Sydney) and or employee's home (on request)

Role Purpose

The Insights Analyst role sits in the Greenpeace Australia Pacific (GPAP) Creative and Technology department. In collaboration with the Senior Insights Strategist, this role is responsible for using data to help us grow our crew, reach and impact, thereby furthering our mission.

With a focus on both fundraising and engagement, the Insights Analyst works to turn data into actionable organisational insights and opportunities. This role gathers information across our various systems, synthesises and provides insights that inform and empower data driven decision making.

The Insights Analyst supports GPAP to understand its audiences, including financial and non-financial supporters. The work of this role involves determining how to gather relevant data about current and potential audiences, to collect and break down, providing meaningful analysis to stakeholders across the organisation. This position may use the information they analyze to identify trends, gaps and opportunities for innovation.

The Insights Analyst provides insights to the rest of the organisation that arise from the interrogation and exploration of our various data sets, asking the question: How can we do this bigger, better, stronger, more powerfully, and more impactfully? This role requires subject matter expert leadership and collaboration with a diverse range of people across the organisation, spending time understanding contexts and objectives, in addition to communicating insights effectively and advocating for solutions and optimisations, in the most appropriate way for the audience.

Greenpeace Values	Greenpeace Mindset
Global Mindset	Greenpeace is an independent campaigning organisation, which uses peaceful, creative confrontation to expose global environmental problems, and develop solutions for a green and peaceful future. Our goal is to ensure the ability of the earth to nurture life in all its diversity. That means we want to protect biodiversity in all its forms; prevent pollution and abuse of the earth's ocean, land, air and fresh water; end all nuclear threats, and promote peace, global disarmament and non-violence.
Trust and Respect	
Values People	
Knowledge Sharing	
Goal Orientated	
Cutting Edge	

Key metrics

Data management, reporting and dashboards

Strategic opportunities

Collaboration, education and support

Compliance with Framework Conditions

Role Responsibilities

Data management, reporting and dashboards

Key Metric	How Success is Measured
Effectively collaborated and communicated with stakeholders to understand objectives, requirements and create actionable insights	- Work closely with stakeholders, as the insights subject matter expert, to understand objectives, contexts and data blind spots. - Develop fit for purpose reporting, dashboards and visualisations to support and enable data driven decision making across the organisation. - Support and maintain our suite of live reports and dashboards - Develop on existing audience views to guide our segmentation and targeting strategies. - Develop and maintain a deep understanding of data analysis and management systems, software and tools including the supporter database, and its data structure, content and features. - Collaborate with other teams to ensure data accuracy and hygiene. - Present key information whether verbally, visually or written in a way that is succinct, accessible and understandable to stakeholders.

	• Ensure best practice is followed in all data management areas, including maintaining data privacy and compliance with relevant data governance frameworks and policies.

Strategic opportunities

Key Metric	How Success is Measured
Used data to identify strategic opportunities that strengthen our work	• Utilise high-level communication skills to help decision makers understand important indicators, patterns and trends and identify opportunities to solve problems and improve performance including but not limited to fundraising, marketing, media, social media and website data. • Contribute, as required to campaigns and projects as a data specialist, supporting stakeholders to ensure we're set up to make data informed decisions at every phase; planning, execution, optimisation and post analysis.

Collaboration, support and education

Key Metric	How Success is Measured
Supported the advancement of our capabilities, up-skilled and supported staff	• Work with the Senior Insights Strategist to contribute to the development and advancement of the insights capability at GPAP. • Maintain and up-skill others on our Business Intelligence tooling. • Work in collaboration with the Senior Insights Strategist to increase data literacy across the organisation. • Strengthen and expand our work through collaborating with Insights teams across Greenpeace International and other global offices. • Work with the Senior Insights Strategist to provide inductions, training, resources and user-friendly information to staff about the Insights capability at GPAP. • Train, support and supervise volunteers on a daily basis, as required • Stay abreast of BI tool developments, industry trends and opportunities in the data storytelling space.

Compliance with Framework Conditions

Key Metric	How Success is Measured
Compliance with relevant workplace law and Greenpeace	• Abide by our internal data governance standards and policies • Abide by Greenpeace Australia Pacific Code of Conduct and related Integrity Policies

policies and ensures that activities have not put Greenpeace into disrepute	• Ensure that your personal or campaign activities will not bring Greenpeace into disrepute (in case of doubt you will be expected to discuss the issues with the Creative and Technology Director).

Role Requirements

Knowledge
- Analytical knowledge of database structures and designs
- Strong knowledge of Business Intelligence systems and advanced data literacy
- A critical thinker with strong analytical skills to collect, organise, analyse and disseminate information to solve problems and provide actionable insights
- Proactive and curious, and use data to tell a story.
- A self-starter who takes the initiative to find the most efficient and effective ways to develop insights
- Analysis of our Salesforce CRM, Hubspot Marketing hub, engagement, finance and employee data
- Ability to query and analyze data in one or more of SQL, Python or R as well as reporting software such as Tableau
- Thorough understanding of Stripe, CIVIS Analytics and Hubspot would be a bonus
- Thorough understanding of digital analytics; including web, email, digital fundraising, digital advertising and social media.

Skills
- The ability to translate data conclusions into actionable recommendations and to communicate the conclusions of complex data analysis to non-expert audiences.
- Proven ability to organize and work with large sets of data.
- Proven ability to develop ad-hoc tools for analysis and forecasting
- Experience in working effectively to very tight deadlines and under stressful
- Competencies such as Collecting,Managing, Visualizing and Applying data.

Experience

- Demonstrated knowledge of SQL and other analytics tools as well as reporting software such as Tableau
- Understanding of Stripe, CIVIS Analytics and Hubspot would be a bonus
- At least three (3) years of experience in a digital focused insights analyst role with experience in complex data work and associated technologies; either large data volume, wide data type variety, velocity of data, or managing automated data pipelines/workflows.
- At least three (3) years' experience working to track the performance of and identify opportunities for improvement across fundraising, engagement, marketing, communications and/or mobilisation strategies.
- Intermediate experience in at least one data analysis programming languages: SQL, R and/or Python
- At least one (1) years' experience with Tableau

- Preferable: experience with Data Studio, Google Analytics and Salesforce Reporting but not mandatory
- Preferable: experience of fundraising reporting and metrics.

Personal commitment	
Signature:	Date: