



<b>Position Title:</b>	Analyst
<b>Reporting to:</b>	Data Insights and Analytics Lead
<b>Team/Department:</b>	Data Insights and Analytics
<b>Location:</b>	Based in any Action Centre. The role may involve international/ interstate/regional travel as required.
<b>Hours:</b>	75 hours per fortnight
<b>Grade:</b>	Level 5
<b>Effective Date:</b>	28 July 2021
<b>Position Overview:</b>	Executes analytics services and delivers analytics business initiatives that provide insights and reports.
<b>Main Responsibilities:</b>	<ul style="list-style-type: none"><li>• Collect and analyse donor data and deliver insights and report to fundraising stakeholders across Amnesty International Australia (AI Australia)</li><li>• As directed, develop and implement regular and bespoke reporting and data selections, and perform discrete pieces of analysis</li><li>• Analyse supporter and donor trends such as retention rates, long-term and lifetime value and other metrics that will help inform donor acquisition, development, retention and growth strategies</li><li>• Identify key performance indicators, set performance benchmarks, and craft reports with data integrity</li><li>• Transform analysis into data and insight narratives</li><li>• Use repeatable processes and methodologies and configure the platform to help AIA self service our data requirements where possible</li><li>• Work with the data community, delivering projects and services as required</li><li>• Train end users on how to access data</li><li>• Produce and deliver communications as relevant to the role, including effectively presenting the content of your work and insights to both internal and external teams, using a range of channels and technologies</li><li>• Perform the role to a high standard within agreed timelines, and in line with AI Australia's vision</li><li>• Other tasks within your skills and competence as required</li></ul>
<b>Essential Qualifications, Skills and Experience:</b>	<ul style="list-style-type: none"><li>• High level EI, communication, interpersonal and relationship building skills (both written and verbal)</li><li>• Experience in digital analytics ideally with specific experience working with fundraising and donor data, with an emphasis on acquisition, optimisation of results and ROI</li><li>• An active and engaged collaborator who will develop close working relationships with fundraising stakeholders, share knowledge and ask for help when needed</li></ul>



- You like to use data to both identify and solve problems and you have the ability to clearly articulate performance, trends, and opportunities both verbally and in writing, to stakeholders with varying levels of data knowledge.
- Contributes to a supportive, inclusive, respectful, and productive environment.
- Business requirements gathering
- Data handling and transformation for analytics
- Business Intelligence
- Experience using analytical and dashboard tools (such as Power BI, Excel, Google Analytics and Google Data Studio) and programming languages (R is preferred)
- Familiarity with human rights issues and social change methods and tactics, including experience of mass mobilisation, activism and organising techniques
- Demonstrated experience in or commitment to working with rights holders

### Key Relationships

- Fundraising
- Impact
- Movement
- Operations

### How we work:

In meeting the responsibilities set out in this Position Description, all AI Australia staff are expected to:

- Facilitate, empower and enable the active participation of rights holders
- Be a positive advocate for Amnesty and our work, demonstrating our values of Empowerment, Integrity, Persistence and Courage
- Demonstrate emotional intelligence and a commitment to excellence in your interactions with colleagues, supporters, stakeholders and members of the public
- Always act in the interest of members and supporters
- Work with and empower volunteers, activists and members
- Supporting the general on-site functioning of the Action Centres
- Implement the principles of Equal Employment Opportunity and actively contribute to growing a more diverse and inclusive Amnesty
- Understand your Work Health and Safety (WHS) responsibilities and ensure the health, safety and wellbeing of yourself and others at work
- Contribute to the quality and hygiene of organisational data and protect privacy
- Produce and deliver communications that are relevant to the role, using a variety of communications channels and technologies
- Develop understanding of human rights issues and social change methods and tactics, including experience of mass mobilisation, activism, organising, fundraising and campaigning techniques

## About Amnesty International Australia

We are an independent, global movement that campaigns courageously for human rights for everyone.

We're ordinary people from all walks of life, using our passion and commitment to bring torturers to justice, change oppressive laws and free people imprisoned just for voicing their opinion.



We're independent of any government, political ideology, economic interest or religion to ensure we can speak out on human rights abuses wherever they occur.

We stand for equality, justice, freedom, and human dignity and uphold these values:

- **Empowerment** – we build people power
- **Persistence** – we are resolute in pursuit of our goals
- **Integrity** – we hold ourselves to the highest standards
- **Courage** – we are fearless in upholding human rights

Every day we move closer to a world where human rights are enjoyed by all.

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### **Acceptance**

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

