

Job Description

AI and Data Platforms Lead

Department	Fundraising and Technology
Reports to	Head of Data and Engineering
Direct Reports	Nil
Grade	Grade 4
Status	Permanent, Full-time
Location	Greenpeace's normal places of business and/or employee's home (subject to role demands)

Role Purpose

The AI & Data Platforms Lead is responsible for the ownership, governance, and optimisation of Greenpeace Australia Pacific's (GPAP's) data and AI platforms, ensuring high-quality, trusted, and AI-ready data foundations that enable organisational insights, and responsible AI adoption aligned with GPAP values.

This role focuses on platform stewardship rather than bespoke analytics delivery. It ensures that data pipelines, data quality processes, governance controls, and AI-enabling capabilities are well-designed, scalable, and aligned to GPAP's Digital Transformation Strategy.

The role is accountable for delivering the GPAP's AI Strategy through platform enablement, governance, and responsible implementation of out-of-box AI capabilities across enterprise systems.

The AI & Data Platforms Lead works in close partnership with other Platform Leads and IT Manager to ensure seamless data flows across operational systems (including Salesforce Nonprofit Cloud, Data Cloud, MarTech platforms, and enterprise systems), providing a consistent and reliable source of truth for organisational insights and decision-making. This role enables self-service insight access rather than operating as a centralised reporting factory.

The AI & Data Platforms Lead provides organisational leadership for the integrity, definition, and strategic framing of key performance metrics and insights, including Board and Executive reporting. While self-service analytics and Natural Language Querying (NLQ) reduce reliance on centralised reporting, this role remains accountable for ensuring insights are accurate, governed, timely, and aligned to organisational strategy.

The role operates within a hybrid internal–external delivery model and is accountable for managing the GPAP Data & AI Governance Council, maintaining the AI System Catalog, and

ensuring all AI use cases comply with GPAP's AI Use Policy and Ethical AI Guidance Framework.

This role does not own bespoke AI model development but ensures safe and effective AI consumption.

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 and Data Governance
AI Strategy Delivery and AI Governance
Enterprise Data Platform Enablement
Organisational Insights Leadership and Delivery
Project and Service Delivery
Compliance with Framework Conditions

Role Responsibilities	
Data Management and Data Governance	
Key Metric	How Success is Measured
Trusted, governed, decision-ready data	Own and maintain enterprise data governance standards including data ownership, quality rules, metadata, lineage, and access controls.

	• Operate and manage the GPAP Data & AI Governance Council, including agenda setting, decision tracking, and reporting outcomes to executive and governance forums. • Lead the implementation, governance, and organisational adoption of Informatica as GPAP's enterprise data management and data quality platform. • Define and oversee data quality frameworks, monitoring processes, and remediation workflows. • Act as an escalation point for systemic data integrity issues impacting reporting, operations, or AI use cases. • Ensure consistent definition and governance of key organisational metrics.
AI Strategy Delivery and AI Governance	
Key Metric	How Success is Measured
Responsible and measurable AI adoption	• Deliver GPAP's AI Strategy through platform enablement, governance, and structured rollout of AI capabilities. • Provide ongoing governance and oversight to ensure all current and proposed AI use cases comply with GPAP's AI Strategy, AI Use Policy, Ethical AI Guidance Framework, privacy obligations, and security standards. • Ensure all new AI use cases are assessed, approved, and governed prior to deployment. • Establish and maintain the AI System Catalog, ensuring all AI systems are documented through approved AI Model Cards. • Ensure AI Model Cards remain current and reflect purpose, inputs, risks, controls, and governance status. • Lead implementation and responsible adoption of out-of-the-box AI capabilities within enterprise platforms (e.g. Salesforce Einstein AI, Google Gemini, ERP systems). • Ensure data platforms are AI-ready, structured, and governed to support AI use.
Enterprise Data Platform Enablement	
Key Metric	How Success is Measured
Scalable, integrated, self-service data capability	• Own the strategy and roadmap for GPAP's enterprise data platforms (e.g. Data Cloud, BigQuery, integration and analytics platforms). • Ensure seamless data integration across Salesforce, MarTech, ERP, and enterprise systems. • Define and maintain data mappings, transformation rules, and integration standards.

	• Ensure platforms maximise out-of-the-box capability and minimise technical debt. • Lead implementation of Natural Language Querying (NLQ) capabilities to enable plain-language access to insights. • Ensure NLQ is underpinned by governed metrics published through a data catalogue. • Enable insight delivery through channels and frequencies aligned to user needs and governance standards.
Organisational Insights Leadership and Delivery	
Key Metric	How Success is Measured
Strategically aligned, timely organisational insights	• Provide leadership for the integrity, governance, and definition of organisational metrics. • Ensure Board, Executive, and organisational reporting requirements are delivered accurately and on time. • Partner with functional leaders (e.g. Fundraising, Program, Governance and Performance) to ensure insights are aligned to strategic objectives. • Promote a culture of data-informed decision making. • Ensure insights are delivered through a combination of governed metrics, self-service capability, and targeted analytical support. • Clarify accountability so that business teams retain responsibility for interpreting and acting on insights within their domains.
Project and Service Delivery	
Key Metric	How Success is Measured
Reliable, well-governed platform services	• Coordinate delivery of data platform enhancements and AI enablement initiatives. • Act as an escalation point for data and AI platform incidents. • Oversee vendor and managed service provider performance, including backlog prioritisation and SLA adherence. • Track and report on platform KPIs including data quality, system availability, AI use case approvals, and delivery performance. • Contribute to regular operational and governance reporting.
Compliance with Framework Conditions	
Key Metric	How Success is Measured
Compliance with Greenpeace policies and standards	• Abide by GPAP Code of Conduct and related Integrity Policies. • Ensure that personal or professional activities do not bring Greenpeace into disrepute.

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| | <ul style="list-style-type: none"> • Ensure data and AI platforms comply with privacy, security, and regulatory obligations. |
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Role Requirements

Knowledge

- Modern data platform architectures (data warehouse, integration, analytics).
- Enterprise data governance and data quality frameworks.
- Enterprise data management platforms (e.g. Informatica).
- AI and machine-learning fundamentals, particularly responsible AI and platform-embedded AI.
- Natural Language Querying and self-service analytics concepts.
- CRM, MarTech, and enterprise system data flows.
- Low-code/no-code platform governance principles.

Skills

- Enterprise platform ownership and governance leadership.
- Ability to chair governance forums and drive accountable decisions.
- Strong stakeholder engagement and cross-functional collaboration.
- Vendor and managed service oversight capability.
- Ability to translate strategic needs into scalable platform solutions.
- High standard of documentation, governance discipline, and decision traceability.
- Ability to balance strategic oversight with practical delivery leadership.

Experience

- Minimum 5 years' experience in data platform ownership, data governance, or analytics platform leadership.
- Experience delivering enterprise data solutions through vendor or managed service models.
- Proven experience implementing data governance and quality frameworks at organisational scale.
- Experience enabling out-of-the-box AI capabilities within enterprise platforms.
- Experience contributing to Board or Executive-level reporting.
- Experience in nonprofit or purpose-driven organisations is desirable.

Qualifications

- Bachelor's degree or equivalent professional experience in data, analytics, technology, or related field.
- AI and/or Data-related certifications strongly desirable, including:
 - AI fundamentals or responsible AI
 - Data governance or data management (e.g. Informatica, DAMA)
 - Analytics or cloud data platforms
 - Platform-aligned certifications (e.g. Salesforce, Google Cloud, data quality platforms).
 - Agile, SAFe, or ITIL certification.

Employee Commitment

Signature:

Date: