

Position Description

Details

Job title	CRM Analyst	Team	Mass Fundraising
Reports to	Head of Mass Fundraising & Data Strategy	Job status	Permanent
Direct reports	Nil	Hours	Full Time
Effective	March 2026		

Our Vision, Purpose & Values

Our Vision	Every child has every chance to thrive.
Our Purpose	We ignite and inspire generosity to improve the health and wellbeing of children and young people.
Our Values	
Be Purposeful	<ul style="list-style-type: none"> • I focus on solutions rather than what or who caused the issue. • I do what I say I'll do and make informed choices. • I continuously prioritise work of the greatest value and stop the rest. • I strive to free up time and/or budget that can be re invested into making an even bigger impact for sick kids.
Be Curious & Courageous	<ul style="list-style-type: none"> • I seek diverse voices to understand current and future needs and make better decisions. • I think differently, move quickly and act with intent. • I challenge the status quo and try new things even if it feels uncomfortable. • I listen with curiosity, speak with honesty and act with integrity.
Be Wholehearted	<ul style="list-style-type: none"> • I am here for the kids and always put them first. • I am generous in spirit, authentic and champion acts of kindness. • I actively play a role in making this a caring, innovative and purposeful place to work.

Be Collaborative	<ul style="list-style-type: none"> • I seek what is best for the organisation rather than what is best for myself or my team. • I assume positive intent and enter every meeting prepared to have my mind changed. • I share information, ideas and knowledge openly and proactively with all. • I embrace our collective strengths and celebrate individual and organisational success.
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Key Relationships

Primary internal relationships	Mass Fundraising Team, Fundraising Operations Manager, Senior IT Projects and Systems Manager, Change Advisory Group, System Users, ELT
Primary external relationships	Microsoft Partner(s), Managed Service Provider, System Vendors

The Person

Qualifications	<ul style="list-style-type: none"> • Tertiary or vocational qualification in IT, Data Analytics, or a related discipline, or an equivalent combination of relevant experience and/or education. • Microsoft certifications preferred including relevant Power Platform, Dynamics, Azure, and Power BI. • Other IT industry certifications considered.
Skills and Experience	<ul style="list-style-type: none"> • 3+ years of hands-on operational experience supporting Dynamics 365 CRM, including the Customer Insights module. • Demonstrated experience in Microsoft Dynamics 365 CRM systems and functional capabilities. • Strong SQL skills with demonstrated experience writing queries for reporting and data analysis purposes. • Experience working with Snowflake, Microsoft Fabric, Azure Synapse, or equivalent cloud data warehouse platforms for querying and data extraction. • Demonstrated experience designing and delivering reports and dashboards in Power BI, including data modelling and DAX. • Experience with D365 native reporting tools and Power Query / Excel for operational data analysis.



	<ul style="list-style-type: none"> • Demonstrated experience in system implementation or improvement projects and complex system integrations. • Demonstrated experience administering and developing within the Microsoft Power Platform, including Power Automate and Power Apps. • Experience with MS Office 365, Active Directory, Azure, and SharePoint (desirable). • Experience in low-code/no-code development in Power Platform / D365, scripting including JavaScript, and system integrations. • Proven vendor collaboration and negotiation skills. • Confident communication skills, with the ability to translate data insights for non-technical fundraising stakeholders and to support and train users across the organisation. • Not for profit experience, working in a fundraising context. • Understanding of fundraising principles and practices.
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Job Purpose

Primary purpose of role	<p>The CRM Analyst is responsible for the support, maintenance, and reporting capability of CHF's CRM and related fundraising systems. The role has two equally weighted core pillars: ensuring stable, well-governed CRM operations; and delivering data analysis and reporting that drives insight, supporter engagement, and strategic decision-making across fundraising teams.</p> <p>The CRM Analyst works closely with the Fundraising Operations Manager to support the operational integrity of the regular giving program, and acts as a key bridge between the data platform and fundraising delivery functions across the Mass Fundraising team.</p>
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Key Responsibilities

CRM Systems Administration & Operations	<ul style="list-style-type: none"> • Manage D365 environments, ensuring the platform supports CHF's fundraising campaigns, donor journeys, and engagement strategies. • Oversee vendor update cycles and integrations with fundraising tools. • Monitor and maintain the application support queue. Ensure support issues are assigned and resolutions are documented. • Diagnose and resolve Dynamics and Microsoft suite system issues, providing clear guidance to users in a prompt and professional manner. • Perform CRM administration tasks including user access management, role onboarding, and incident resolution.
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	<ul style="list-style-type: none"> • Support data integrations and transfers between Dynamics and related systems including third-party platforms and suppliers (telemarketing, direct mail). • Establish and maintain data governance policies and procedures, including data quality optimisation (de-duplication, NCOA cleansing, improved data hygiene) across all fundraising databases to enable targeted, personalised donor communications. • Manage and maintain appeal codes, campaign hierarchies, and source codes to ensure accurate reporting and evaluation of individual giving, community fundraising, peer-to-peer, and digital campaigns. • Work closely with the Fundraising Operations Manager to support the operational integrity of the regular giving program — including data hygiene, payment lifecycle reporting, supplier data feeds, and CRM process optimisation that underpins donor retention activity. • Assist with licensing management for D365 and other tools in the Microsoft ecosystem. • Prepare and maintain up-to-date documentation and operational procedures for all supported systems.
<p>Reporting, Analytics & Insights</p>	<ul style="list-style-type: none"> • Design, build, and maintain Power BI dashboards and reports that give fundraising and operational teams real-time visibility into campaign performance, donor behaviour, and income trends. • Write and optimise SQL queries to extract, transform, and analyse data from Dynamics 365, Snowflake, Microsoft Fabric, Azure Synapse, or related data sources. • Leverage the fundraising data warehouse as the primary source for reporting pipelines, working with the Head of Mass Fundraising & Data Strategy to ensure clean, well-structured data is available for analysis. • Contribute to dbt model development and data transformation workflows where required, ensuring consistent and reliable reporting layers. • Deliver regular campaign performance reports to the fundraising team, tracking KPIs including acquisition rates, retention, average gift, and ROI by channel and campaign. • Produce operational reporting for team leads and the Head of Mass Fundraising & Data Strategy to support pipeline management, forecasting, and resource planning. • Partner with the Fundraising Operations Manager to develop operational dashboards and reporting that surface regular giving performance, payment success rates, and donor retention metrics in support of data-led decision making. • Regularly review data trends to identify opportunities to increase supporter engagement, retention, and revenue growth. Provide data-driven insights to fundraising leadership.



	<ul style="list-style-type: none"> • Translate complex data findings into clear, accessible summaries for non-technical audiences including ELT.
Projects & Continuous Improvement	<ul style="list-style-type: none"> • Support the successful optimisation of CHF's D365 CRM to enhance supporter engagement, campaign tracking, and income reporting. • Collaborate with the Digital Working Group, Senior IT Projects and Systems Manager, and fundraising teams to define and prioritise system improvements that directly support donor acquisition, retention, and growth. • Identify opportunities for system and reporting improvements, including development of business cases where relevant. • Undertake low-code/no-code development in Microsoft Power Platform to streamline fundraising processes, supporter journeys, and reporting dashboards. • Partner with fundraising teams to scope and deliver system enhancements that enable new fundraising initiatives (peer-to-peer, community, digital acquisition). • Assist the Senior IT Projects and Systems Manager with project activities as they arise, including system enhancements, new system integrations, and migrations.
Training & Change	<ul style="list-style-type: none"> • Train staff in the use of Dynamics 365 CRM, Power BI dashboards, and related fundraising systems to ensure effective supporter stewardship and campaign delivery. • Lead change activities that empower staff to maximise the fundraising potential of D365 and related systems. • Create clear documentation and training resources aligned to fundraising operational needs.
Work Health & Safety	<ul style="list-style-type: none"> • Comply with and champion all Children's Hospital Foundation workplace health and safety policy and procedures. • Comply with all Children's Health Queensland policies and procedures, including infection control and room precautions. • Take reasonable care at work to ensure your own and others' safety. • Report all known or observable hazards.
Child Protection & Safeguarding Requirements	<ul style="list-style-type: none"> • Maintain a child safe environment at all times and safeguard children's rights, acting in the best interests of children at all times. • Comply with all Children's Hospital Foundation Child Protection policy and procedures. • Maintain a safe and positive relationship at all times when working with children and young people. • Respond to any concerns for the safety or wellbeing of a child in accordance with internal reporting processes.



Competencies

Problem Solving	Uses rigorous logic and methods to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond the obvious
Informing	Provides the information people need to know to do their jobs and to feel good about being a member of the team, unit and/or the organisation; Provides individuals information so that they can make accurate decisions; is timely with information
Peer Relationships	Can quickly find common ground and solve problems for the good of all; can represent their own interests and yet be fair to other groups; Can solve problems with peers with minimum noise; is seen as a team player; easily gains trust and support of peers; encourages collaboration; can be candid with peers
Functional Technical Skills	Has the functional and technical knowledge and skills to do the job at a high level of accomplishment
Organising	Can marshal resources to get things done; can orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently; arranges information and files in a useful manner

Other Considerations

The Children's Hospital Foundation is committed to child safety. The Working with Children (Risk Management and Screening) Act 2000 requires that people who work with children in certain categories of employment undergo the 'working with children' check. All Foundation employees must be eligible for a Blue Suitability Card, issued by the Department of Justice and Attorney-General. The issue and maintenance of a positive suitability notice is a requirement for continued employment at the Foundation.

