

Name of Project: Greenpeace Africa Programme
(Fundraising, Campaigns, and Engagement)

Role: Data and Insight Strategist/Analyst (Consultant)

Reporting to: GPAF Programme via Fundraising Director

Key Collaborators: Supporter Journey Manager (FR), Head of Digital (Engagement),
Insight and Supporter Journey Team

Contract Duration: Immediate to 31st December 2021

Overall purpose of the role:

Data and Insight Strategist/Analyst will have a critical role in Greenpeace Africa (GPAF) as the organisation takes its significant first steps to build data and insight as a component of how we campaign and reach and engage with new audiences. The position is responsible for advising the organisation on the data and insight systems. They will be responsible to interpret supporter data with the aim of turning it into information which can offer ways to improve business and organisational decisions, especially for the Programme (Fundraising, Campaigns, and Engagement). They will gather supporter information from all active GPAF channels and ensure that it flows into Civiis. This will allow them to interpret patterns and trends and provide analytical skills that current organisational capacity cannot provide.

Areas of Responsibilities:

1. Strategic Advising (20%)

Evaluate and advice on existing data and insights systems and processes at GPAF to ensure data analysis work meets our organisational goals.

- Advise and develop data management systems and processes, to ensure the timely turnaround and usability of data
- Analyse and evaluate existing data and insight systems and processes in GPAF
- Advise senior management on how the organization can best use data and technology to meet external impact targets, fundraising growth and other strategic objectives.

2. Analysis, Reporting & Data Preparation (60%)

- Responsible for analysis and creating actionable recommendations from a variety of data types including financial data, fundraising data, marketing data, website data and social media data
- Conduct cross-channel analysis to produce a holistic understanding of our programmatic work.
- Create interactive dashboards to facilitate use of data by other staff at GPAF
- Advise teams and support their use of data insights and reports
- Data preparation, clearing and management as needed to conduct analysis

3. Data & Insights Leadership (20%)

- Identify opportunities at GPAF where data and analysis can be used to improve work across fundraising, engagement and our advocacy campaigns.
- Support other GPAF staff in their use of data through coaching, training and mentoring staff in their use of reports, data management and other data skills
- Identify knowledge and skills gaps in GPAF staff, and create learning opportunities
- Build a culture of Praxis (theory – action – reflection) across Greenpeace Africa and produce evaluations of relevant activities on a regular basis
- Hold key relationships internationally with other data professionals to ensure GPAF data work is using best practices and accessing available support resources.

Key Deliverables:

- Design a reporting strategy that brings together only the most actionable pieces of information that facilitate decision making.
- Design and prepare reports based on team and management requirements through data capture and retrieval systems.
- Implement automated reporting structure reducing the need for manual reporting.
- Develop and deliver training and information manuals for use by all levels of staff and stakeholders regarding the databases and database systems.
- Deliver training and mentor staff in the use of the databases and database information.
- Ensure meticulous and secure archiving of all data from internal, national and regional programs and surveys
- Support, advise, and implement data ETL workflows and integrations. Providing a logical single source of information on our supporters.

Qualifications:

- At least 3 years of experience in a Data Analyst role with experience in working with several distinct types of data (eg. Finance data, marketing data etc.)
- Expert level understanding of reporting software and ideally experience with Tableau or Google Data Studio
- Experience working in at least 1 field including: finance, business intelligence, fundraising, marketing or social media
- Intermediate knowledge of SQL or other programming languages
- Mastery of spreadsheet software (i.e. Excel) or similar analytical software. Ability to organize and work with large sets of data
- Experience with Salesforce CRM is preferable

Organization competencies:

- A commitment to direct action and the synergy between social justice and environmentalism Functional competencies
- Demonstrated experience training non-data specialist staff in database management

- Demonstrated experience in negotiation with multiple decision makers and stakeholders within a project environment
- Demonstrated high level skills in data analysis and reporting, including data visualization
- Demonstrated understanding of data function within a campaign environment
- Experience and knowledge of website and social media analytics advantageous
- Experience in working across diverse communities including demonstrated cross-cultural communication skills
- Strong personal organization skills including ability to manage multiple projects with competing priorities and timelines across various time zones, strong interpersonal communication skills and ability to handle constantly evolving work
- Campaigning, Activist, Organizing and or Mobilization experience advantageous.
- Ability to work across Windows and Mac operating systems
- Leadership competencies

Specific work environment: (optional)

- Ability to work in a multidisciplinary team environment across multiple time zones
- Ability to work fully online
- Ability to work well under a stressful, high paced environment.

Send your CV to Rafrika@greenpeace.org with **Data and Insight Strategist/Analyst** as subject.

Deadline: 6 August 2021