| **Job Description** |
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**Job family (Internal):** System Analyst and MarTech Manager (Salesforce CRM and Marketing Technology)

**Role (Internal):** Enable

**Level this JD covered (Internal):**

L1 - System Analyst and MarTech Manager

L2 - System Analyst and MarTech Manager

L3 - System Analyst and MarTech Manager

L4 - System Analyst and MarTech Manager

#### Reports To: Data and Systems Manager

**Effective from: 20 March 2022**

**PURPOSE and SCOPE OF THE JOB**

The System Analyst and MarTech Manager leads the optimization of data and system tools, and development of analytics to support the growth and operations of the Fundraising and Engagement Department at Greenpeace East Asia (GPEA).

This regional position is responsible for collecting and analyzing data on fundraising and engagement activities to generate insights that drive growth and effectiveness of our environmental campaigning as well as support for the financial forecasting and budgeting of the organization. This position is also responsible for managing and administrating the daily operation of the CRM and Engagement / Marketing platforms across all East Asia markets, including Hong Kong, Taiwan, South Korea and Japan.

The role provides the primary operational support for income and expenditure analysis, reporting, and donor research needs (current, lapsed and prospect donors) as well as tracking supporter behavior trends to create meaningful long-term relationships.

The role will work across teams and projects to support data analysis in Engagement, Fundraising and Program teams to assess income, expenditure and program performance while growing digital acquisition and marketing channels. It will also play a key role in training data users and helping grow the use of data and analytics within the organization.

Scope

This position will manage the day-to-day operation and maintenance of the fundraising and engagement system. This role will:

* create and maintain various reports (e.g. performance monitoring, operational, management, Google Analytics, social media analytics, etc.)
* maintain accurate supporter information on the CRM and marketing system
* maintain automated workflows, processes and journeys
* prepare and maintain segmentation and lists for various campaigns (e.g. acquisition, lead conversion, donor development and retention, telefundraising, etc.)
* support various data management functions such as data governance, data security, data quality, documentation and knowledge base etc.
* provide support to the users of the CRM and marketing system
* ensure timely and accurate processing of donation payment, income reconciliation, other administrative tasks and data requests
* (L3 & L4) analyse supporter activity and provide audience understanding, segmentation and insights
* (L3 & L4) improve systems and business processes that will maximize financial return
* (L2-L4) implement, maintain and enhance the technology required to execute omni-channel campaigns to ensure the success of Marketing Platform for growing the Fundraising & Engagement Department, including: identifying cross functional marketing needs, architecting solutions to drive a holistic supporter experience.

**RESPONSIBILITIES**

Data Governance and Data Management

* Establish and implement effective data governance and data management practices within GPEA.
* Manage and develop comprehensive documentation which captures data, systems and business knowledge.
* Ensure data is handled appropriately and securely; that data privacy laws and other data handling best practices are complied with.
* Ensure integrity, confidentiality and security of all data in the fundraising and engagement databases.
* Lead in maintaining the accuracy and quality of supporter, campaign activities, financial and other relevant data.
* Develop a data strategy to drive effective integration between fundraising database and other Greenpeace databases or systems, such as the Greenpeace websites, Finance system, mass-mailing systems and email marketing and petition systems. (L2-L4)

Systems Planning and Management

* Manage the day-to-day operation of the fundraising CRM systems, engagement / marketing systems, payment gateways and business intelligence systems. Ensure that these systems are effective and fit for purpose.
* Undertake current state and future state assessment to identify any gaps or misalignment of system functionality against business requirements.
* Undertake regular audits and develop a program of works or projects to improve the system workflows, system / data integration, and user experience.
* Work with the global team to test and update any system upgrades or patches that are relevant for GPEA.
* Manage & Implement the user requests for data, reporting and system changes promptly.
* Develop operational metrics and provide regular operation reports to the Senior Management Team in the Fundraising & Engagement Department.
* Review proposed systems projects to determine if they are in line with GPEA goals and business requirements. (L3 & L4)

Reporting & Analysis

* Play a role in developing systems and best practices for supporter behaviour trend analysis.
* Work with Management and Directors to review key indicators and trends to enable effective use of reporting and visualization tools on projects; use of data to streamline operations.
* Identify key behavior research trends; track impact on donor’s giving decisions.
* Coordinate, develop and refine performance indicators and reporting; maintain dashboards to measure and track KPIs.
* Drive the regionalization and globalization of reporting metrics, help develop best practices for reporting analytics; align metrics with other offices in East Asia and internationally. (L3 & L4)

Implementation

* Work with Finance team on finance reconciliations and ensure timely and accurate processing of monthly donation income and handles related administrative tasks include preparing and updating payment and supporter data files, liaising with banks and payment gateways on payment issues, and preparing data lists for receipting etc.
* Maintain good documentation of business terminology, processes, protocols etc.
* Provide clear and detailed business/system analysis and recommendations for the development and continuous improvement of the CRM system.
* Liaise with other GPEA staff to identify and determine business requirements for any future system changes (L3 & L4)

Support/Coaching/Leadership

* Provide guidance, skill-sharing and support to managers and other staff.
* Work alongside other teams to guide the use of data insights to enable the development and ongoing reporting of campaign activity.

**COMPETENCY PROFILE (INTERNAL)**

| For L1-L2 | For L3-L4 |
| --- | --- |
| 1. Act with Integrity 3
2. Work with Others 3
3. Demonstrate Resilience 3
4. Champion for Change 2
5. Coordinate and Implement Plans 2
6. Engage Supporters 3
7. Strategic Thinking 2
8. Empower & Enable People 3
9. Influence Others 2
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**Skill and expertise required**

* Degree in information technology, computer science, engineering, business analytics, statistics or a related field.
* Proficiency in SQL
* Experience in Salesforce CRM (or other CRM) administration is highly regarded
* Practical knowledge in content management systems, e.g. WordPress is a plus
* Practical working knowledge in Google Analytics, SEO/SEM and web content marketing
* Experience of leading project teams, managing stakeholder requirements, and managing third party digital agencies

**Work environment**

**Preferred Candidate Profile**

* Skilled CRM practitioner for marketing and sales management, ideally with first-hand experience of implementing multi-user CRM systems, requiring systems integration with other platforms, managing on-boarding and on-going user best practice
* Hands-on experience in Social Media channels including Facebook, Instagram, Line and any market relevant messenger marketing
* Interest and passion in local and global environmental issues
* Management experience essential
* Fluent written and spoken English and one of the local languages
* Ability to work independently with minimal supervision, while also functioning and contributing as part of a team
* Proactive, energetic personality; inquiring, investigative and innovative mind
* Data-driven mindset
* Experience and ability working in a culturally-diverse environment is a plus

**Compensation Info. (for Job ad)**