



Greenpeace South Asia

Job Description

Job title: Data Insight Specialist	Department: Programme
Reports to: Digital Marketing Manager	Location: Colombo, Sri Lanka
Purpose of role	
<p>Data Insights Specialist leads data strategy development and implementation in the programme department of Greenpeace South Asia (GPSA) and oversees data management and analytics functions, ensuring close collaboration across Programme teams. The role will support Greenpeace South Asia’s ability to engage with the public and ensure its investments are data driven and deliver maximum impact.</p> <p>The role is responsible for the design, management and ongoing development of our suite of ‘business intelligence’ dashboards and reports to ensure the organisation has effective insights and reporting to make informed decisions. With a high level of technical expertise, the data and insights specialist will manage all data connections to our dashboards and data warehouse to enable dashboard automation and real-time reporting solutions for the entire organisation. They will proactively seek solutions to reporting needs and be the reporting specialist in the team, understanding the data structures and key metrics that will deliver our objectives. They will understand complex multidimensional data and will be able to provide and visualise this information in easily accessible formats for stakeholders.</p>	
Key Responsibilities:	
Data Strategy	
<ul style="list-style-type: none">● Lead the development & implementation of GPSA’s data and insights strategy to enable the achievement of GPSA’s strategic objectives through the use of data & analytics● Lead agreements on GPSA’s data architecture● Lead selection and adoption of key data & analytics technologies● Lead the lifecycle management of data systems including selection, implementation, maintenance, support and end of life● Lead the selection, development and maintenance of business intelligence and analytic platforms● Lead database function along with senior- income processing, SF management● Maintain accuracy of donor data within the system	
Data and Insights	
<ul style="list-style-type: none">● Lead on developing data-led campaigning strategies, working with key stakeholders in the Programme team to deliver and adapt campaign plans.	

- Responsible for the delivery of audience-centred insights that drive fundraising, engagement and programme strategies and outcomes.
- Manage, maintain and optimise existing dashboards
- Ensure effective use of Mixpanel and Google Analytics, with advice on proper use of utm tags
- Lead on the scoping and development of new dashboards and reports as required
- Ensure dashboard information is fully accessible to users through well-designed visualisations
- Build new and maintain existing regular reporting automations and Civiis data synchronisations and connections with other platforms
- Advise the wider team on data collection within Greenpeace digital platforms to allow for effective reporting, dashboarding and visualisation
- Work closely with the teams to ensure effective tagging within our digital marketing platforms to allow for in-depth engagement reporting
- Maintain existing internal and external API connections with vendors and lead in the implementation of new API connections as needed

Data Governance

- Responsible for the development and maturation of a data governance program to properly govern our data (including donor data) to manage risk and create value
- Lead implementation of GPSA's Data Governance programme including responsible for adherence to policy & maintaining standards
- Responsible for updating the organisation and system as per the current banking processes and norms at regional level
- Responsible for roles & responsibilities associated with data management, analytics, fundraising reporting and compliance monitoring

Data Programmes & Services

- Responsible for data capability and analytics delivery within the Programme department
- Lead collaboration across GPSA with other departments to ensure portfolio of data projects maximises value across the entire organisation

National & Regional Stakeholder Management

- Lead engagement with stakeholders at Greenpeace International, and our National & Regional offices to ensure understanding & alignment of local and global data strategies
- Be part of a community of data and analytics leaders within the global Greenpeace network

Decisions

The position demonstrates considerable independence and initiative with respect to decision-making, in consultation with Digital Marketing Manager and provides leadership for the planning, development and implementation of a range of data & insights strategies, plans and procedures.

Decisions made by the position significantly impact the overall success of Greenpeace South Asia's Programme



Greenpeace South Asia

objectives. Discretion is exercised in handling confidential and sensitive information.

Qualifications and Experience:

- Significant experience in a role guiding strategy development, including experience in individual fundraising or digital marketing.
- Significant level of work experience in / exposure to the following areas: Computer Science, Finance, Business Administration or a related field. The equivalent experience / exposure gained through a related professional qualification is desirable.
- A track record of delivering actionable insights for engagement (fundraising, marketing, communications, mobilisation) programmes, demonstrating a professional level of understanding of a range of engagement programmes and relevant key performance criteria.
- Up to date understanding of analysis, data science and business intelligence technology and their business applications.
- Technical and conceptual understanding of modern data technologies, including CRM (specifically salesforce) , web analytic, business IQ, cloud data platforms, integration suite and analytic tooling.
- Able to demonstrate significant understanding and experience strategy or business advisory roles. With substantial experience of presenting insights at Strategic Director Level.
- Experience in working with multicultural senior staff and teams and across borders.
- Strong negotiation, communication and presentation skills – the ability to effectively communicate complex information in a simple and impactful manner.
- Fluent written and spoken English. Fluent in Sinhala and/or Tamil is desirable.
- Willingness for travel and flexible working hours.
- Advanced proficiency in SQL and Python
- Experience in creating and managing workflows

Competencies:

Organisational:

- Commitment to Mission
- Collaboration & Teamwork
- Adaptability & Resilience
- Accountability & Ownership
- Data & Performance Analysis
- Digital & Technology Use
- Critical Thinking