



Greenpeace South Asia

Job Description

Job title: Digital Data Analyst	Department: Data and Technology
Reports to: Head of Data and Technology	Location: Colombo, Sri Lanka
Purpose of role	
Greenpeace South Asia (GPSA) is part of the global Greenpeace network that now has a presence in over 55 countries across Europe, the Americas, Africa, Asia and the Pacific. At GPSA we prioritise addressing environmental problems and offering solutions for the people from this important region and work hand in hand with local communities to push for a greener and more peaceful world. We operate primarily in India and more recently in Sri Lanka. The Technology department at GPSA delivers platform, data, and infrastructure solutions that enable the organisation to win campaigns faster, increase fundraising income, and support effective and efficient operations through the massive strategic uplift that technology can give us. The Digital Data Analyst role is responsible for the analytical aspects of Greenpeace South Asia's online presence, providing insights and solutions to digital and communication teams, maintaining precise website tracking, and developing our digital maturity through guided interventions using A/B testing, data visualisation, and reporting. The role will support GPSA's ability to engage with the public and ensure its decisions are data-informed to deliver maximum impact. The role also contributes to a range of organisational projects where data plays a key role, including areas like data strategy, governance, compliance, and the evaluation of project outcomes.	
Key Responsibilities:	
Data and Insights: • Responsible for the delivery of audience-centred insights that drive Fundraising and Programme strategies and outcomes across the GPSA digital estate • Leads the creation and maintenance of reports and dashboards, as well as all supporting duties, including stakeholder consultation, business analysis and design work • Proactively communicates analysis and insights to stakeholders through reports, presentations, visualisations, and discussions, ensuring key information is fully accessible to users • Ensures accurate website performance tracking, together with marketing and technical staff, including 1st and 3rd party tracking as required for Mixpanel, Meta Ads, Google Ads, and LinkedIn Ads • Works with the Data Engineer to bridge the gap between our fundraising CRM and advocacy platform (Hubspot) and digital data, defining and executing a strategy for data visualisation of "full funnel analytics", ensuring quality and clarity of data outputs	



Greenpeace South Asia

- Advises the wider team on data collection within Greenpeace digital platforms to allow for effective reporting, dashboarding and visualisation
- Collaboratively designs and runs A/B tests for various web, email and mobile channels. This includes validation and prioritisation of the various hypotheses, setting up and monitoring tests, and analysing significance of results and logging the results of completed tests

Digital Transformation:

- Leads on developing the digital and data maturity of the Programme and Fundraising teams by establishing a culture of monitoring, evaluation, learning and improvement around the performance of our digital outputs
- Works closely with digital teams, monitoring fundamental tracking efforts, e.g. best practice UTM usage, within our digital marketing platforms to allow for in-depth engagement reporting
- Enables stakeholders to be self-sufficient in the monitoring of their primary success metrics via workshops, training, or ad-hoc support
- Supports the Head of Digital Engagement and Head of Story & Comms in establishing and maintaining best practices around content creation and optimisation
- Build and maintain strong working relationships with counterparts in Greenpeace International and other Greenpeace offices to enable data sharing, benchmarking, and collaborative learning across the network
- Work closely with owners of different technology platforms within the organisation including Wordpress, Hubspot and Salesforce, as well as the financial dashboard

Product Management:

- Takes strategic ownership of digital analytics systems, e.g. Mixpanel and Talkwalker, providing a clear vision for how these tools will support our goals, and ensuring high adoption of these platforms among relevant staff
- Maintains positive relationships with product vendors and stays on top of the latest developments, ensuring that potentially useful new features are explored and presented to internal stakeholders
- Builds new and maintains existing regular reporting automations and connections (e.g. API integrations) with other platforms, in liaison with technical staff and/or external vendors
- Identifies and understands the structural challenges faced by digital teams, and provides data-driven solutions through analysis, insights, and dashboards to help them achieve their objectives

Data Strategy & Governance:

- Supports the Head of Data & Insights in the development and execution of the GPSA data strategy, contributing to its planning and implementation
- Act as a champion for data-informed strategies across the organisation, ensuring insights are embedded in campaign strategy and planning
- Acts as a Data Steward for digital data within the GPSA domains, monitoring adherence to policy & maintaining standards to ensure data quality
- Actively contributes to operational changes that prioritise and share data-driven tasks efficiently



Greenpeace South Asia

- Actively participates in conversations related to data privacy
- Commits to and respects the organisation's policies and core values, as well as relevant data protection legislation, and accepts responsibility for their practical application

Decisions

The position demonstrates considerable independence and initiative with respect to decision-making, and in consultation with the Head of Digital Engagement and Head of Story & Comms, 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 objectives. Discretion is exercised in handling confidential and sensitive information.

Qualifications and Experience:

Essential:

- Demonstrated experience (preferably 3+ years) carrying out some or all of the responsibilities outlined above, with relevant qualifications preferred
- Expert knowledge in digital analytics tools such as Mixpanel or Google Analytics, Google Tag Manager, etc. Including expert understanding of appropriate metrics
- A strong understanding of server-to-server and server-side tracking is highly valued, along with the ability to track new platforms as needed
- A track record of delivering actionable insights for engagement in a relevant field, e.g. digital marketing, with a professional level of understanding in fundraising or campaigning highly desirable
- Expert skills in using dashboard, reporting, and data visualisation tools
- Expert knowledge in business decision-making based on business intelligence
- Expert knowledge of content testing tools and techniques
- Proven ability to understand complex multidimensional data and provide and visualise this information in easily accessible formats for stakeholders
- Strong communication and presentation skills - the ability to effectively communicate complex information in a simple and impactful manner
- Professional understanding of analysis methodologies & techniques
- Fluency in written and spoken English

Desirable:

- Experience with Civis, Tableau and Google Data Studio
- Experience in designing and running training for staff
- Experience in tactics and techniques for SEO
- Experience with data analysis programming languages, e.g. SQL and/or Python
- Experience with automated data management - creating and managing workflows
- Experience in working with multicultural senior staff and teams and across borders



Greenpeace South Asia

- Proficiency in Sinhala and/or Tamil will be an additional advantage

Competencies:

Positive mindset and solutions-oriented attitude: Where others see problems, pitfalls and potential for disaster, you might see opportunities and new possibilities to make a difference. You are basing your ideas on the assumption: There are solutions out there and we just have to work on them. But if it is not worth solving, let us not waste time on it.

Represent openness and curiosity: You are powered by a desire to learn, to know, and to find out more. You take nothing for granted and want to foster a culture of continuous improvement. You ask questions, you explore, and you seek to understand before you judge.

Demonstrate stamina and resilience: You are dependable under pressure and strong despite adversity. You can deal with complex or difficult situations with a cool head. You do not give up when the going gets tough. You accept when mistakes are made, learn from them, and move on.

Assertive and persistent: You get things done and make things happen. You follow through. You stand by agreements and communicate actively in case of delay. You maintain action even if you do not feel motivated. You are persistent but not stubborn.

Empower others: You approach all work with a high degree of awareness and sensitivity towards inclusivity and collaboration. This includes the ability to empower others and foster teamwork and engagement.

Commitment to Mission: You demonstrate dedication to the organization's mission, values, and goals. This includes aligning your actions with the organization's purpose, and contributing meaningfully to shared outcomes.

Collaboration & Teamwork: You work effectively with others by building trust, sharing ideas, and supporting colleagues. This includes fostering open communication, valuing diverse perspectives, and working together to achieve shared goals.

Accountability & Ownership: You take responsibility for your actions, commitments, and results. This includes following through on responsibilities, addressing challenges proactively, and learning from outcomes to continuously improve.

Data & Performance Analysis: You use data and performance insights to understand trends, identify opportunities, and support informed decision-making. This includes monitoring results, interpreting key metrics, and using findings to drive continuous improvement.

Critical Thinking: You analyze situations objectively, question assumptions, and consider different perspectives to make well-informed decisions. This includes identifying root causes, evaluating options, and solving problems effectively.