



Position Description

POSITION TITLE: Data Analyst
DEPARTMENT: Development
REPORTS TO: Director of Development

DATE: 07/06/2022
FLSA: Exempt

Finding a great place to contribute your talent is a challenge. The prospective employer learns about you, but it is difficult for you to know about them. With that in mind, we thought we would share a bit about the Redwood Empire Food Bank, and why we choose to work here.

Every day, a group of talented, passionate, kind, hard-working people come together with one goal in mind – to improve our world. Specifically, we want to be sure that people in need of food receive help. We’re working to End Hunger in Our Community. The challenge before us is enormous. We provide food to 100,000 people throughout the year (1 in 6 people!). We consider our efforts to be noble, and the fight just.

We have a strong set of Core Values developed by and for our team. We want to be clear with one another who we are when we come to work. The overarching theses are – Cooperation, Bring the Joy, Civility, Innovation, Curiosity, and Seek Excellence.

JOB SUMMARY

The Data Analyst is responsible for several important functions that help to ensure efficient and effective donor relations. As a Data Analyst, you will uncover valuable insights, adding intelligence to our organizational understanding of donor trends and programmatic flow. The work that you do will be a combination of finding quick wins and developing tools to track donor and participant behavior. The analyst will have a high level understanding of how programs and development work together and be able to highlight and present needs based on analytics and report findings.

Main responsibilities:

Data accuracy

- Diligently manage donor databases and acknowledgement process with accuracy and precision—our donor database is the lifeblood of our organization
- Daily data analysis to eliminate system discrepancies and errors
- Segment donor lists with data sets for marketing and communication outreach
- Implement new donor data

Donor analysis and outreach

- Using a combination of DonorPerfect and marketing data, analyze donor behavior and patterns to provide recommendations that enhance donor engagement and retention
- Collaborate with fundraisers to provide relevant information that helps them achieve their goals
- Look for patterns in donor activity and collaborate with marketing manager to create a roadmap for communication and outreach based on historical activity
- Forecast donor giving and assist with projections for budgeting

- Look for ways to collect additional data about our donors that is not available within our current donor management tools to increase our understanding of who our donors are
- Create donor personas for the varying types of donors in our pool

Weekly and monthly reporting for Development and Senior Leadership teams

- Ensure consistent and accurate reporting at all times
- Weekly donor reports that show giving history and trends, numeric and narrative
- Monthly donation reports with year-over-year comparisons
- Monthly visual reporting on data that is pertinent to marketing, highlighting changes or unusual statistics, and provide recommendations for change
- Monthly recipient participation dashboard to assist with the planning of food acquisition, partner activities, and growth plans
 - Dashboard data to include, but not limited to, information about particular regions, towns, locations, by coordinator, by day of the week, time of day, due to a disaster/event, participation increases/decreases over time, track how many new HHs per month, etc.
- Ongoing snapshot of fundraising efforts
- Provide numbers that correlate between Programs and Development that will help us tell a big picture story

System mastery, technical support, and training

- Maintain master-level knowledge of DonorPerfect and train staff on data use and systems via a variety of formats including online/webinars, videos, and in person training
- Develop protocols to conduct in-depth data analyses with quantitative and/or qualitative methods
- Work with management team to structure an analytic environment that supports ongoing problem solving, leveraging expanding data to support ending hunger
- Locate and define new food bank process improvements to optimize resources
- Identify, source, and support cleansing new data sources to improve our ability to advocate, fundraise, and explain to donors the needs of those we serve
- Assist with data automation projects to improve the efficiency and accuracy of reporting and analytics
- Consult on hardware purchases and other technology needs for optimal set up and usage at sites
- Participate and help design surveys, evaluation studies, and research projects
- Develop analytical presentations to share with key stakeholders, including members, research partners, and donors
- Summarize and share feedback from partners related to software and training materials and make adjustments as needed
- Plan user forums or meetings, peer support, and ongoing communications to keep users updated about the software and best practices
- Create and update partner organization user accounts within the data system
- Troubleshoot with partner organizations for implementation and progress

SKILLS AND QUALIFICATIONS

Minimum Qualifications:

- Creative, energetic and well-organized person with strong interpersonal skills

- Ability to work and interact well with individuals from a variety of socioeconomic backgrounds in a culturally diverse environment
- Excellent oral and written communication skills
- Ability to work with ethnically diverse communities, to work cooperatively and with flexibility
- Ability to take the initiative, coordinate with others and follow through in a timely fashion
- Demonstrated success in team environments as well as competencies in adaptability, collaboration, and communication
- Five years of professional experience in statistical or other data analysis
- Five years of CRM experience
- Strong and proven understanding of data clean up challenges, data management strategies, and logical database design
- Experience working with databases and manipulation of data
- Strong analytical skills
- Ability to deliver presentations and reports that include technical information to a diverse audience
- Create engaging easy to understand reports for our Board of Directors to share with stakeholders
- Computer literacy with experience in Microsoft Office applications - Word, Excel, Access, PowerPoint, Publisher and Google Docs/Drive/Gmail and DonorPerfect
- Must have valid California Driver's License with personal auto insurance coverage
- Bachelor's degree or equivalent experience in data analytics, statistics, mathematics, economics, social science research, adult education, business, communications or technology