



POSITION TITLE: CRM & Data Lead
DEPARTMENT: Public Engagement
DATE: December 2024
REPORTS TO: Head of Audience Data, Insights and Performance
FTE: Full-Time
LOCATION: Richmond, Melbourne (Hybrid)

CBM AUSTRALIA

CBM Australia is a Christian international development organisation with a focus on disability. We have more than 115 years' experience developing proven community-based programs that help millions of people with disabilities benefit from real and lasting change. We work alongside people with disabilities living in the world's poorest places to fight poverty and exclusion and transform lives.

ORGANISATIONAL VISION

An inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential.

ORGANISATIONAL MISSION

CBM is fighting to end the cycle of poverty and disability.

GROUP/DEPARTMENTAL OBJECTIVE

A more diverse and growing number of individual Australians and organisations are inspired to join with us in advancing the rights of people with disabilities in the poorest communities.

SAFEGUARDING OF CHILDREN AND VULNERABLE ADULTS

CBMA is committed to the protection and safety of all children and vulnerable adults that come into contact with our organisation and programs. All staff are required to understand and comply with CBM Australia's Safeguarding Policy and Prevention of Sexual Exploitation, Abuse and Harassment Policy, Code of Conduct and Safeguarding Behaviour Statement.

RESPONSIBLE FOR

The CRM & Data Lead will manage key Phoenix/CRM audience and fundraising database activities, identify new opportunities, provide quality control, data analytics and manage data projects. The position is responsible for reporting and collaborating across the organisation to ensure strong data is provided for income-generation and performance.

REPORTS TO

This position works with a high degree of autonomy and reports to the Head of Audience Data, Insights and Performance. In this role you will be accountable for quality of data provided for activities, for identifying new opportunities and improving data hygiene, quality control and work efficiencies. This role also leads the functional supervision of data volunteers. The role is a key player in the Public Engagement (PE) strategic projects as a data SME.

SUPERVISES

N/A

MAIN ACTIVITIES

1. Management of Data Services:

- Accurate and timely completion of scheduled and ad hoc data requests.
- Successful development and execution of business processes, overnight queues and processes. Resolve CRM issues internally or by liaising with Blackbaud support.
- Data exports and imports for departmental activities are executed seamlessly.
- Ensure process documentation is up to date.
- Ensure best data practices are applied and used.
- Ensure plug-ins is functioning well and is regularly tested to ensure efficient and effective use of data by all teams.

2. Data Quality Control:

- Remediate and manage existing and new data hygiene activities to maintain high data integrity standard.
- Liaise with internal stakeholder and external agencies to have data delivered effectively, and hygiene and enhancement activities undertaken.
- Contribute to the CRM business rules build and management.
- Manage Blackbaud CRM (BBCRM) for PE related activities

3. Data Analysis & Insights:

- Deliver, by agreed dates, optimised and robust data analysis and insights.
- Contribute to the PE Performance project by contributing, building and maintaining reports and dashboards.
- Proactively distribute high-quality, usable analytics to Department to enable improved performance and supporter experience.

4. A functional leader in the Audience Data, Insights and Performance Team:

- Foster a productive, effective and harmonious working environment.
- Ensure relevant training and development opportunities are recognised and provided for colleagues and volunteers.
- Recognise opportunities for continuous improvement in systems, processes and workflows.
- Contribute effectively to the PE strategic projects

SPECIFIC OUTCOMES REQUIRED

- Continuous improvement of the utilisation of CRM, data management, data analytics for performance and customer experience, valuable reporting, process management and quality control.
- Manage a high functioning volunteer team that is well trained, focussed, having fun and delivering valuable outcomes for CBM and that they are well recognised for their contribution.
- Effective management of a portfolio work and data solutions that are optimised and effectively delivered. That all work is delivered on time and



with a high-level of quality control, and that have strong and well-documented processes that are reviewed and shared.

- Effective reporting on work that delivers strong analytics that leads to improved performance for PE and CBM.
- Maintain key stakeholder relationships are maintained to work towards the departmental and organisational goals.
- Evolve data work practices with the industry best practices and CRM capability, and where problems exist share with SMEs to enable solutions for best value outcomes to be sought.

KEY SKILLS/QUALITIES

- Experience in database management, CRM, data analytics, reporting, process management and improvement and quality control (PowerBI and SQL knowledge preferable; Blackbaud CRM experience desirable).
- An influential leader, able to manage, advise, mentor, educate and influence stakeholders. Effective communication skills.
- Sound administration and organisational skills, logical mindset and strong attention to detail.
- Commitment to maintaining and upgrading skills in self and team to ensure best practice and match industry pace
- A solution focused approach to work with a 'can do' attitude, demonstrating initiative
- Commitment to and ability to demonstrate and display CBM Australia's values and behaviours
- Enthusiasm for the mission of CBM Australia and alignment/comfort with being part of a faith-based organisation.

INTERNAL CONTACTS

Head of Audience Data, Insights and Performance; Data Analyst; Supporter Relations Team Lead; Fundraising & Marketing team; Donation processing and administration (Finance); Volunteer Coordinator; CRM Users.

EXTERNAL CONTACTS

Various contractors and Suppliers. External support teams e.g. Blackbaud, Taguchi etc.