Senior CRM Database Assistant, (Renewable Contract, LICA 5)

Office of the United Nations High Commissioner for Refugees (UNHCR) is recruiting a Senior CRM Database Assistant, carrying an external title of “Assistant CRM Database Manager”. The incumbent’s role is to work closely with business stakeholders to provide key organizational information through the effective implementation of data initiatives including data mining, analysis, and business intelligence reporting solution, as well as by promoting a data aware culture throughout the organization. To contribute to the evolving data requirements of the organization by providing analysis, developing models, data mining and developing and maintaining reports to support fundraising requirements.

This position is a UNOPS position with a contract which is renewable each calendar year.

Requirements and experience:

- Completion of the Secondary Education with post-secondary certificate/training in Business Administration, Marketing, Computer Science, Information Management, Statistics or a related field, tertiary qualification is desirable
- Minimum 2 years of previous job experience relevant to the function such as building models in spreadsheets, comfortable writing formulas and VBA in Excel, experience extracting data for marketing campaigns with a sound knowledge of direct marketing principles and how best to utilize data for optimal campaign outcomes
- Strong project management skills to deliver multiple projects on time and work autonomously in a high-pressure, deadline driven environment
- Excellent stakeholder management skills. Excellent communication and customer service skills with the ability to convert a descriptive brief into a business intelligence/analytical solution
- Hands on experience in querying and extracting data across multiple, disparate and complex relational databases with intermediate to strong SQL skills
- Excellent written and verbal communication skills
- Strong attention to detail and the ability to quality check work and review processes. Excellent analytical and problem-solving skills
- Experience working with a relational database, ideally Salesforce or similar platforms is a great advantage.
- Previous employment in non-profit sector or in marketing is desirable

Responsibilities:

Under the supervision of the Assistant PSP IG Officer (Digital Acquisition and Fundraising Communications), the incumbent’s responsibilities will include:

a. Working closely with business stakeholders to provide key organisational information through the effective implementation of data initiatives including data mining, analysis, and business intelligence reporting solutions, as well as by promoting a data aware culture throughout the organisation. To contribute to the evolving data requirements of the organisation by providing analysis, developing models, data mining and developing and maintaining reports to support fundraising requirements.

b. BI Analytics, Reporting & Modelling
   - Deliver analytics on the business critical objective of understanding how to maximise the value from our financial supporters; inclusive of optimizing the opportunity of moving supporters up the donor pyramid and forecasting potential growth. This will be in the form of data mining, profile analysis, building analytical models and BI report authoring in Power BI or a similar reporting suite.
   - Design and implement reporting & business intelligence solutions using a variety of tools including Power BI, or a similar reporting suite.
   - Produce reports, analysis and post campaign reports to analyse the results of a campaign.
• Produce regular Key Performance Indicator reports e.g. Return On Investment, National Growth Fund Report (NGF), Quarterly reforecast reports, etc.
• Build predictive models and segmentation models to answer key business questions and help with Direct Mail targeting
• Perform data mining to create ad-hoc reports, answer miscellaneous queries or advise on improvements to data quality and structure.
• Create monthly, quarterly and annual fundraising reports and reconcile data with Finance to ensure accuracy
• Develop strategy for cleaning and enhancement of current data
• Support global data analysis projects including LTV review, Propensity Modelling, Peer Review, GDII

c. Direct Marketing Extracts
• Address data extract requirements for direct marketing campaigns i.e. telemarketing, direct mail, online and SMS, with a high degree of service; develop and refine data selections, build and check extracts, manipulate data in preparation for bulk communications and update records with contact history.
• Extract data for marketing campaigns applying an understanding of direct marketing principles and how best to utilise data for optimal campaign outcomes
• Complete the development of segmentation strategies and statistical analysis for all fundraising activities.

d. Project & Stakeholder Management
• Work with a range of internal and external stakeholders to satisfy their business intelligence requirements for analysis, report creation, data extracts, data mining and data modelling within a strong project management framework.
• Work closely with the Donor Care team to understand the data behind our key processes and identify and establish improvements in data capture to increase data integrity and improve the consistency in coding structures.
• Collaborate with fundraisers to develop campaigns that target the right donor, at the right time, with the right message based on campaign objectives
• Present written analysis, reporting, and research findings to fundraisers and management by synthesizing complex data and concepts into easy-to-comprehend and comprehensive presentations to improve fundraising campaigns

e. Other responsibilities
• Develop, enhance and maintain procedure documentation. Continually review procedures to ensure accuracy, validity and maximum efficiency.
• Develop a detailed understanding of core business processes to facilitate information support and business intelligence solutions that serve the fundraising needs.
• Assist with importing and integrating data from various sources, i.e. email, website, external suppliers, to maintain accurate and up to date donor records and procedures.
• Assist in implementation of the office’s Emergency Strategy.

f. Undertaking other duties as assigned by her/his supervisor

Closing date: 29 July 2021

Applicants who wish to be considered for this vacancy should send their
- signed Personal History Form (available at https://www.unhcr.org/hk/wp-content/uploads/sites/13/2019/03/Personal_History_Form.zip); and
- motivation letter

by email only to chiho@unhcr.org. Please ensure that they are sent with the titles “your name Personal History Form” and “your name Motivation Letter”. Please put “Senior CRM Database Assistant” in the email subject line.

Only shortlisted candidates will be notified and invited for the written test and interview.