Job Title: Information Systems Data Analyst              Date:  7/16/2015
Job Code:  2272185                                       FLSA Status: Exempt

Department: Fundraising Development            Reports to: Director, Data Analytics

GENERAL SUMMARY/ OVERVIEW STATEMENT:

Overview: The Information Systems Data Analyst works directly with the fundraising staff to provide front line decision support services, including report development and analysis, applications support, list management, and other services related to the information systems used by the Development Office.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

Applicant must have a strong customer service focus, excellent interpersonal skills, and technical aptitude. Able to handle multiple projects simultaneously, managing and negotiating deadlines as needed, and have a keen eye for quality.

- Work closely with end-users to assist in areas ranging from general knowledge of the fundraising application to specific support in developing reports or providing analysis to match business requirements.
- Design and write department and user specific reports via application report tools or Microsoft Reporting Services.
- Supports the implementation of solutions that ensure accuracy, efficiency, and scalability.
- Work closely with direct marketing consultants and vendors to coordinate the day-to-day programming activities that cultivate, solicit, and steward gifts from current and prospective donors that maximize Direct Mail, Online and Telemarketing channels.
- Utilize CRM data to identify and select appropriate audience segments for various fundraising activities.
- Oversee schedules and timelines that pertain to our program calendar for annual giving audience as it compliments other activities office-wide.
- Own data quality and validity for all mail list activities.
- Provide technical solutions for additional intelligence and targeting (e.g.: data appends, suppression rules, etc.)
- Conduct qualitative and quantitative data analysis to recommend adjustments to donor segmentation and strategies for ongoing program efficacy.
- Plan and track targeted goals and benchmarks per each campaign.
- Work directly with Information Services analysts to strategize and optimize segmentation and predictive models in concert with multiple program objectives.
- Observe and make recommendations for program efficiencies and ways to continually reduce costs without adversely impacting results.

QUALIFICATIONS:

- 3-5 years experience as a project, technical, systems or data analyst
- Strong understanding of SQL, relational databases, and BI tools
- Business application of data mining and experience using data to drive performance
- Microsoft Office Skills, advanced proficiency with Excel
- Excellent analytical and planning skills
• Demonstrated presentation, organizational, facilitation and problem-solving skills
• Independent decision-maker, good judgment and ability to execute multiple assignments at any given time
• Previous work experience in direct response marketing, fundraising or similar role a plus

Educational Level:
Bachelor’s degree required with concentration in Computer Science or related field.

SKILLS/ ABILITIES/ COMPETENCIES REQUIRED:

• Demonstrates results driven behavior that contributes to the long and short term goals of the department.
• Incorporates best practices into daily work.
• Flexible and adaptable to change. Accepts and incorporates new ideas and innovations into work processes and procedures; quickly learns new ways and methods of doing things and works through stressful situations with a positive demeanor.
• Enhance and enrich personal skill set. Open to regular performance feedback and opportunities to learn through formal and informal methods; effectively monitors own performance; influences others by modeling appropriate behaviors; encourages and listens to diversity of opinions and assists coworkers in projects and programs; participates and contributes to team activities.
• Writes and speaks in a clear, concise manner that demonstrates a recognition and appreciation of the intended audience; active listener who clarifies information as required and anticipates communication opportunities.
• Develops networks and builds alliances both inside and outside of the BWH department; collaborates across boundaries to build relationships and achieve common goals; works to build a shared vision with colleagues and others.

HOSPITAL WIDE RESPONSIBILITIES:
Works within legal, regulatory, accreditation and ethical practice standards relevant to the position and as established by BWH/Partners; follows safe practices required for the position; complies with appropriate BWH and Partners policies and procedures; fulfills any training required by BWH and/or Partners, as appropriate; brings potential matters of non-compliance to the attention of the supervisor or other appropriate hospital staff.

The above is intended to describe the general contents and requirements of work being performed by people assigned to this classification. It is not intended to be construed as an exhaustive statement of all duties, responsibilities or skills of personnel so classified.

HOW TO APPLY:
Confidential inquiries may be directed to Martha M. Hanlon, Director of Development, Staff Development, Partners HealthCare Inc. at mmhanlon@partners.org