

ORGANISATION INFORMATION

Position title	Associate Director, Data & Insights	Position type	Fixed Term (2 years)
Reports to	Deputy CEO, Engagement	Hours per week	38
Team	Data & Insights	Award classification	SCHADS 6
Direct reports	2 Direct reports & 3 in-direct reports	Budget	TBC
Date reviewed	November 2024		

ABOUT PLAN INTERNATIONAL AUSTRALIA

Who are we? What do we do?

Plan International is an independent development and humanitarian organisation that advances children's rights and equality for girls.

We believe in the power and potential of every child. But this is often suppressed by poverty, violence, exclusion and discrimination. And it's girls who are most affected.

Working together with children, young people, our supporters and partners, we strive for a just world, tackling the root causes of the challenges facing girls and all vulnerable children.

We support children's rights from birth until they reach adulthood. And we enable children to prepare for – and respond to – crises and adversity. We drive changes in practice and policy at local, national and global levels using our reach, experience and knowledge.

We have been building powerful partnerships for children for over 85 years, and are now active in more than 80 countries.

What does it feel like?

- You will get up each day feeling like you are helping create justice for children and equality for girls. You'll be able to put a commitment to making a difference for children and girls at the centre of your effort, decision making and focus.
- You'll feel part of a broader team - beyond just the people you work with every day - because you'll be in tune with what's needed across the organisation. You'll be able to use your skills of empathy, coaching, and energy where it is needed most.
- You'll receive quality feedback and seek to create feedback loops in your team and in the organisation too.
- You'll find strength in our diversity, inclusiveness and mutual respect.

Here are some of the ways you will bring your best to this role:

- You will demonstrate a deep commitment to equality, human rights and gender justice in all you do.
- You will challenge power dynamics and processes that are unjust.
- You will share decision-making processes. You'll actively seek out strengths of your colleagues in a way that allows everyone to have some power.
- You will be willing to think and work outside of the traditional idea of teams. You'll enjoy coaching rather than directing work.
- You will embody a deep self-awareness and demonstrate the courage to be vulnerable.
- You will look for ways to evolve our ways of working.
- You have a willingness to learn and to share insights and experience with empathy and compassion.
- You will demonstrate a deep commitment to child protection and safeguarding in all you do.

WHAT WILL YOU BE DOING IN THIS POSITION?

The Associate Director, Data and Insights is responsible for leading a high-performing data and insights function that underpins all of PIA's fundraising, marketing and supporter engagement.

A member of the Senior Leadership Team, you will work to drive revenue growth, ensure alignment between technology and business goals, drive value for stakeholders through genuine business partnership, and help to embed a culture of data-informed decision making across PIA.

PIA has recently implemented Salesforce and you will be considered the Product Owner of this environment, partnering with stakeholders across the organisation to ensure it is managed and utilized in a way that drives maximum benefit for PIA and the communities we serve. You will also drive transformation within your team, ensuring processes and roles are optimized in line with the opportunities presented by the Salesforce environment.

Managing a diverse team overseeing CRM, data and analytics, you will ensure PIA's data environment provides accurate, consistent and timely data and insights to stakeholders, alongside payment processing and resourcing for responsive and proactive strategic data-led initiatives. Your team will work in a way that is highly collaborative, agile and aligned with the mission and values of the organization.

You will build a robust data and insights strategy and corresponding processes that drive stakeholder confidence in the data and insights provided by your team, and support the use of our platforms as performance tools that increase revenue. You will consistently ensure the highest standards of data integrity and compliance with all relevant policies and privacy regulations.

Major portfolios within the PIA Fundraising program include Child Sponsorship, Regular Giving, Cash Giving, Philanthropy and Gifts in Wills, alongside the future development of new and emerging products and channels. At the time of writing, this equates to approximately \$24m in annual revenue.

TELL ME MORE (KEY RESPONSIBILITIES AND ACCOUNTABILITIES)

Strategy and Leadership

- Drive continued organizational transformation through a high-performing data and insights function that is equipped to support organizational objectives and priorities with an agile, stakeholder-centred approach
- Champion a positive culture of collaboration, performance and data-informed decision making as a member of the Senior Leadership Team
- Design and implement data and insights initiatives that maximise value for key stakeholders, with a focus on increasing revenue and strengthening supporter engagement
- Provide thought leadership in the space of platform performance, utilising technology as a tool for efficiency, productivity gains and best-practice revenue protection and intervention
- Champion PIA's values and feminist leadership principles, contributing to an inclusive workplace culture
- Data
- Serve as the organizational custodian for constituent data under a robust data governance framework you lead
- Direct the development and implementation of data management policies ensuring data is maintained in a manner consistent with its mission critical status within the organisation
- Establish and maintain policies and procedures that enhance data effectiveness, process efficiency and increased accuracy to ensure optimal outputs, including through strategic automation and/or vendor partnerships where appropriate
- Oversee seamless execution of data operations including data management, traffic flow, imports and exports, data integrity, real-time integrations and business critical banking functions
- Foster an organization-wide culture of data excellence and accuracy

Insights

- Direct the delivery of actionable insights to stakeholders aligned with business priorities
- Support the development of predictive modeling capabilities across fundraising portfolios
- Drive the evolution of reporting and analytics capabilities to meet emerging business needs

CRM

- Lead the strategic roadmap for enhancement of Salesforce CRM and other related platforms and integrations, including release management and functionality improvements, including through implementing product roadmap changes, regular updates and fixes as required
- Maintain the role of Product Owner within Salesforce and related environments

- Direct the integration of emerging technologies including AI/ML and other related technologies as required to enhance business outcomes
- Maximize the commercial benefits we can derive from Salesforce through partnering with the Fundraising and Marketing and Comms teams to enable functionality and integrations to improve customised and targeted lead and donor communication
- Partner with Enterprise Solutions to maintain robust security protocols protecting constituent and child data, guided by organizational policies and all relevant security, legal and regulatory frameworks.

Team Management

- Lead a team of high performing data and insights professionals that meet client service standards by providing an efficient and timely service to a range of internal clients
- Lead and develop Data and Insights team members through a coaching and mentoring approach
- Develop and manage annual operating budget and resource allocation strategies
- Foster a high-performance culture aligned with organizational values
- Drive professional development and capability building initiatives

Governance

- Produce reports, papers and presentations for Board and Executive as required
- Deliver strategic insights and recommendations to Board and Executive stakeholders
- Implement a system of management and operational reporting that is timely, accurate and provides decision making information at both a strategic and operational level
- Build and maintain strategic relationships across PIA and the broader Plan International federation

WHAT DO I NEED TO BRING? (KEY SELECTION CRITERIA)

- Proven track record in senior leadership roles, driving transformation, change management, team performance and culture
- Advanced expertise in high-level data-driven environments including CRM management and configuration (Salesforce experience highly desirable)
- Demonstrated experience acting as a strategic business partner within an organization, aligning data initiatives with organizational objectives
- Demonstrated experience leading complex cross-functional projects and initiatives, particularly in performance monitoring, data quality and reporting
- Deep understanding of fundraising and marketing dynamics in the not-for-profit sector, with the ability to extrapolate how data and insights support outcomes in these areas
- Excellent written and oral communications skills, including the ability to synthesize complex information into clear messages for staff, leadership and board
- Alignment with PIA values and commitment to social impact, feminist leadership and sharing power

HOW WILL I KNOW IT'S GOING WELL? (KEY PERFORMANCE INDICATORS)

Team Excellence

- There is strong team engagement, cohesion and performance within the Data and Insights team

Data and Analytics Effectiveness

- There is increased availability of timely, accurate and consistent data to stakeholders
- There is increased availability of timely, accurate and consistent analysis and insights to stakeholders

System Optimization

- The newly implemented Salesforce environment is optimised to meet key business needs and goals
- The performance of data platforms, including Salesforce, drives a measurable increase in efficiency and income generation through activities such as revenue protection, segmentation or opportunity analysis

Business Impact

- The CRM, constituent and child data is secure and compliant with all relevant policies and frameworks
- Change processes around systems and data are implemented organisation-wide, with key business

- processes mapped and documented
- Positive feedback from key stakeholders demonstrates that the Data and Insights team is partnering effectively with the business to support the achievement of critical organizational goals and objectives, including revenue growth

SAFEGUARDING REQUIREMENTS

Plan International believes that in a world where children face so many threats of harm, it is our duty to ensure that we, as an organisation, do everything we can to keep children safe. This means that we have particular responsibilities to children that we come into contact with and we must not contribute in any way to harming or placing children at risk.

We take very seriously our responsibility and duty to ensure that we, as an organisation, and anyone who represents us, does not in any way harm, abuse or commit any other act of violence against children, young people or other vulnerable persons.

Everyone who works with, and engages with Plan, has a responsibility to ensure that children, young people and the beneficiaries that we work with directly and indirectly are safeguarded and protected.

High <input checked="" type="checkbox"/>	Details Enter details or type NA	
Police Check Required	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Working With Children Check Required	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Global Anti-Terrorism Screening Required	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>