

POSITION DESCRIPTION

Role Title	Data and Insights Manager	FTE: 0.8
Reports to	Head of Fundraising	
Roles reporting into this role	n/a	
Purpose of the Role	<p>The role of Data and Insights Manager sits within Butterfly's fundraising team and its primary purpose is to manage and maintain the fundraising database and ensure it is configured for success and able to support the implementation of the fundraising strategy.</p> <p>The Data and Insights Manager will be responsible for all data associated with new and existing fundraising initiatives and must ensure that donor information is held in accordance with Butterfly's privacy policy and that it is accurate and up to date. This person will contribute to strategic fundraising discussions and work with the team to optimise fundraising activities and create efficient practices.</p> <p>The Data and Insights Manager will also be responsible for working with Butterfly's finance team to ensure accurate financial record-keeping across the organisation.</p>	
Accountabilities and Responsibilities	<p>Data Management</p> <ul style="list-style-type: none"> Managing the fundraising database and ensuring its effectiveness in supporting and optimising all fundraising activities Developing policies, procedures and controls to maintain the highest level of data integrity, security and functionality of the fundraising database Ensuring compliance with data privacy and security laws <p>Reporting and dashboards</p> <ul style="list-style-type: none"> Developing clear and meaningful reports and dashboards for the fundraising team, finance team, SLT members and others as required Setting up dashboards and reporting to identify prospects for individual giving, major gifts, bequests and corporate partners Liaising with internal stakeholders and external vendors to provide accurate data sets and reports for all fundraising activities <p>Insights and support</p> <ul style="list-style-type: none"> Working with the fundraising team to create automated workflows where required and assisting in the development and implementation of donor journeys Working with the Individual Giving Manager to define data segmentation for appeals and other fundraising activities Working with Butterfly's Senior Business Analyst to integrate fundraising contacts with contacts from other areas of Butterfly for a single source of truth 	
Selection Criteria	<p>Essential</p> <ul style="list-style-type: none"> Extensive and practical database management experience - minimum 2 years hands-on experience A strong understanding of fundraising platforms and integrations. Experience with Dynamics 365 will be advantageous 	

	<ul style="list-style-type: none"> • Excellent attention to detail and a high degree of computer literacy • Strong data analysis skills and ability to interpret insights into strategic direction • Demonstrated strategic thinking and problem-solving ability • Excellent interpersonal skills with the ability to work as a liaison between tech and non-tech stakeholders • Ability to work autonomously and as part of a team • Demonstrated experience in a charity or not for profit organisation, preferably with a fundraising focus <p>Desirable</p> <ul style="list-style-type: none"> • Experience working with mental health organisations • Experience working with diverse groups and communities for broad representation. • A strong understanding of the issues involved in successfully and safely engaging people with lived experience of a mental health issue and their carers • Flexibility to adjust to changing circumstances • Driven to continually extend own learning and development • The desire to make a difference
<p>Other requirements</p>	<p>At all times:</p> <ul style="list-style-type: none"> • Conduct yourself in a professional manner. • Have exceptional interpersonal relationship skills and a positive attitude • Strive to act in accordance with the vision, mission and objectives of Butterfly and to do all possible to assist Butterfly in achieving its aims. • Follow Butterfly’s policies and procedures. • Adhere to Butterfly’s Child Safe Policy and contribute to a culture of child safety • Follow/participate in occupational health and safety measures. • Act considerately around the workplace and have regard for the well-being of fellow staff, volunteers and our service users. • It is a requirement of all positions at Butterfly that the person has a Working With Children Check clearance (pass) and Police check. • All staff should be aware of and actively uphold the Butterfly values

BUTTERFLY

<p>Overview</p>	<p>Butterfly Foundation is the national charity for all Australians impacted by eating disorders and body image issues, and for the families, friends and communities who support them. Butterfly changes lives by providing innovative, evidence-based support services, treatment, and resources, delivering prevention and early intervention programs, and advocating for the needs of our community.</p>
<p>Vision</p>	<p>All people in Australia can live free of eating disorders and negative body image.</p>
<p>Mission</p>	<p>We work to prevent eating disorders and body image issues from occurring, to ensure that the best possible treatments are available, and that appropriate care and support is there for those affected.</p> <p>See the Butterfly website for Strategic Plan 2021-2024</p>

Values	Compassion Commitment Collaboration Initiative Excellence Integrity
Strategic Goals	Goal 1 - Reduce Stigma and Increase Help Seeking Goal 2 – Work to prevent eating disorders from developing Goal 3 – Improve treatment and support

Butterfly acknowledges Aboriginal and Torres Strait Islander people as Australia’s first people and traditional custodians.

Butterfly is committed to embracing diversity and welcomes all people irrespective of body shape and size, ethnicity, faith, age, sexual orientation and gender identity. More information about our commitment to reconciliation, diversity and inclusion is available here: <https://butterfly.org.au/who-we-are/reconciliation-inclusion/>.