WWF

Why we are here
To stop the degradation of the planet's natural environment and
to build a future in which humans live in harmony with nature.

wwf.org.au

Job Description

Department	Experience
Unit/team	Digital, Data and Business Intelligence
Job Matrix Group	WWF Corporate Professional
Job Matrix Level	8
Job Title	Senior Manager, Data & Insights
Reports to	Head of Experience Lifecycle, Performance and Insights
Direct Reports	Data Engineer
	Data Analyst
Location	WWF-Australia Office/location negot.
Job Type	Full Time Ongoing Contract
Hours per week	38
Award Coverage	Award Free
Approval	Head of Human Resources
Approval Date	06/08/2024

Organisational Context

For over 60 years, WWF has been a powerful voice for nature and communities. We are a values-driven and diverse global network of local organisations working in 100 countries. We work as a catalyst with communities, First Nations, governments, businesses, innovators, and philanthropists towards our global mission: to build a world where people live and prosper in harmony with nature.

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WWF-Australia uses our expertise to conserve biodiversity, empower communities and halt climate change in Australia and the Asia-Pacific region. With the knowledge and traditions of First Peoples and local communities, together we can bring change on a global scale for climate, nature, and people. Join us and help Regenerate Nature by 2030.

Department Context

WWF-Australia's strategy requires all staff to support the delivery of our objectives which aim to catalyse regeneration towards 2030 across the following strategic priorities: Regenerative Sky (Climate), Regenerative Country (Land) and Regenerative Saltwater

(Oceans) - that deliver inclusive conservation outcomes. These three solution pathways are enabled by a focus on Engaging Millions, Regenerative Economy and ensuring a Future Fit Organisation.

The Lifecycle, Performance & Insights (LPI) department forms part of the wider Experience team under the Chief Experience Officer. The LPI team collaborates very closely with the Supporter Mobilisation team to integrate external-facing campaigns. Collectively, this department is responsible for implementing a data and evidence-led approach to the supporter's lifecycle, including raising awareness of and engagement of WWF's strategic goals with target audiences; growing and nurturing the WWF supporter base to contribute to the achievement of WWF's conservation, advocacy, and fundraising goals.

Job Purpose

The Senior Manager, Data & Insights establishes and maintains a cross-functional, integrated KPI management & insights program focusing on the Experience team. The role leads the development and management of a data warehouse and leverages the data to manage a portfolio of KPIs and actionable insight reporting to senior leaders, c-suite and board level stakeholders, designed to support and accelerate the achievement of WWF-Australia's revenue, advocacy, and engagement growth strategy targets. This role also acts as a key driver of how data and insights, leveraged via artificial intelligence, can evolve WWF-Australia's vision to become a future fit organisation.

Key Accountabilities

- Lead the implementation of prioritised data warehouse, data integration, data hygiene and automation projects to enable the effective utilisation of data across the organisation.
- Lead the planning, analysis, design, testing and implementation of an integrated portfolio of KPIs and insights aligned with WWF-Australia's strategic plan and roadmap as it relates to the Experience team.
- Support the Experience team Heads of Department and other senior managers by using data -derived insights to deliver actionable recommendations to shape new products; and refine existing products and programs resulting in growth and increased engagement.
- Champion the adoption of AI through experimenting how it supports better data-driven, evidence-led decision-making across all relevant departments.
- Support the implementation of new ways of working and new supporter experience approaches driven by a data-focused AI use cases.
- Lead WWF's Experience business intelligence strategy, including topline regular KPI reporting across responsibility areas, leading the creation of actionable insights from a wide range of results to present to senior leaders up to board level.
- Oversee the prioritisation of new management reporting dashboards, working collaboratively with Experience Heads of Department & CXO to scope, design, implement and manage what is required as data becomes available.
- Actively lead driving insights & data-led decision making by working as an internal thought leader for driving an insights-driven performance approach across the Experience team.
- Lead the delivery of relevant benchmarking and market research to provide insights on organisational performance and opportunities to diversify the product portfolio mix and new products.
- Lead the embedding of best-practice and compliant data practices and processes throughout the organisation.

Job Level Responsibilities

As a people and business unit manager, at a team and organisational level:

- Leads strategic and operational performance analysis, contributing to planning, budgeting, systems, products, processes, delivery and reporting design and management.
- Coordinates strategy and operational work planning, awareness and integration of embedded analytics, and data-led decision making across the organisation.
- Leads a team in building a high-performance culture, facilitates change through people and develops individual competence by coaching, developing and retaining talent.
- Performs team budget administration, risk and quality management and reporting.
- Supervises staff/volunteers/interns, ensuring aligned performance, motivation and recognition.
- Represents WWF as a functional/technical expert spokesperson and presents to groups, as required.
- Ensures compliance with legislation, standards, practices and WWF policies, particularly Advocacy with Excellence, Information & Data Security, Health & Safety, Child Protection, Security, Sustainability and Equal Employment Opportunity.
- Aligns staff and own work with WWF's mission, Guiding Principles, Brand and I- CCaRe Values (Integrity, Collaboration, Courage and Respect).
- Seeks approval from the CEO for international travel.

Relationships & Communications

Team-working is WWF's preferred way of working, requiring positive and constructive relationships across the organisation. Key relationships include:

- Third party vendors and suppliers.
- Financial services suppliers such as payment gateways and payment processors.
- Internal Customer Relationship Management (CRM) database users.
- Finance, IT, fundraising, and Supporter Relations teams.

Job Challenges

- The position requires the skills to build and retain the trust of internal and external stakeholders in order to work collaboratively to achieve engagement across diverse teams.
- The geographically dispersed nature of WWF requires (e.g. advanced people and project management skills/communication skills/engagement etc).
- Communicating insights in an actionable way to stakeholders to directly improve fundraising and engagement outcomes.
- Applying strategic thinking to prioritise and manage internal stakeholder needs, demands and expectations in accordance with strategic priorities, operational plans and agreed/shared KPIs.
- Maintaining secure, high availability, functioning data platforms that make a significant contribution to WWF-Australia's financial performance.

Essential Selection Criteria

- Demonstrated relevant experience leveraging data to derive actionable insights, ready to present to a variety of stakeholders.

	• Proven track record of delivering complex database and data integration projects that embed data-driven analytics programs and data-led performance management practices and culture across all areas of a business.
	• At least 5 years' experience in distilling and synthesising conceptual business requirements and turning them into database requirements to enable a development team to effectively deliver.
	• Demonstrated team leadership and people management skills and a track record of fostering a creative, diverse, inclusive and constructive culture in a deadline-driven geographically diverse operation.
	• Proven excellent internal and external stakeholder management and communication skills (verbal, written, negotiation, influencing and presentation).
	• Extensive experience in managing and prioritising the workload of a data development team, ideally via JIRA.
	• Demonstrated ability to work in an agile, flexible, collaborative manner as part of a cross-functional project team.
Desirable Selection Criteria	• Prior working experience/knowledge with AI (artificial intelligence) and Machine Learning.
	• Experience using relevant commonly used database programming languages (such as SQL) and/or open-source, object-oriented programming languages (like Python or R).
	• Strong organisational skills and an ability to troubleshoot rapidly problem-solve effectively.
	• An understanding of, and support for, workplace sustainability principles.
	• Strong internal advocacy and consulting skills and prior coaching experience.
	• Prior related experience working in a similar capacity for a similar-sized charity or non-profit.
Credentials	• Tertiary qualifications in business, finance, data engineering, computer science, information systems or similar fields and/or equivalent relevant experience.
Does this role involve working with children?	• No
Job Requirements	• Employment screening checks (e.g. Criminal Record Check or Working with Children Check)
	• Provide evidence of completion of a full-course of an Australian government-recognised vaccination against COVID-19.
	• After hours work on infrequent occasions.
How to Apply	Please include the following two attachments: (1) a cover letter/statements against the selection criteria and (2) your resume (CV). **Note that applicants require current unlimited working rights in Australia to be eligible for this role.**