

	<b>Position Title:</b> Head of Analytics and Insights		<b>Team:</b> Strategic Engagement		<b>Region:</b> Central
	<b>Supervisor:</b> Executive Director, Strategic Engagement	<b>Delegations and Authorities:</b> In Line with Delegations Policy	<b>Band:</b> E	<b>Date Completed:</b> January 2019	

## ORGANISATIONAL INFORMATION

OUR VISION AND PURPOSE	ROLE CONTEXT
<p><b>We believe children, young people and families should be safe, thriving and hopeful.</b></p> <p><b>Our Vision for 2022: Together we will courageously change lives and reimagine service systems.</b></p> <p>For over 140 years, Berry Street has adapted to a changing world, and we will continue to adapt to achieve our purpose.</p> <p>Berry Street will continue to be a strong and independent voice for the children, young people and families with whom we work. In collaboration with others, we will advocate for investment in early intervention and prevention services that enable families to be safe and stay together. We will use approaches that are culturally safe and informed by the best evidence available. We will measure and learn from the impact of our work, and we will continually contemporise our models of practice.</p> <p><b>We look forward to working with children, young people, families, carers, staff and partners to achieve this vision. Together.</b></p>	<p>The Head of Analytics and Insights is responsible for strategically managing Berry Street's supporter database and undertaking complex data analysis to generate insight from internal and external datasets to inform strategic and tactical decisions. The role is accountable for planning and implementing Business Intelligence and supporting analytical strategy across Berry Street.</p> <p>The role reports to the Executive Director, Strategic Engagement, and as part of the Strategic Engagement Leadership team, will work to support other teams in achieving their business objectives and building knowledge of our supporters and database across the organisation. The role will work closely with the other Heads of Functions within the Strategic Engagement team to help identify, articulate and address their key business questions to target the use of resources more effectively. This includes guiding the planning of hypothesis testing models and developing predictive decision-support tools to assist better decision making. The role will also need to model collaborative sharing of knowledge and information to inform better decision making.</p> <p>It will be necessary to understand the business challenges and piece together different threads of information, leading to the provision of evidence-based recommendations to improve supporter engagement and maximise return on marketing investment. This position has direct impact on Berry Street's strategic, financial and operational performance through research and analysis on industry data/trends and interpretation of results that will significantly impact business operational decision making and financial outcomes.</p>
OUR VALUES	PRIMARY OBJECTIVES OF THE ROLE
<p><b>Berry Street expects all staff to apply these Values in all aspects of their work.</b></p> <p><b>Courage:</b> to never give up, maintain hope and advocate for a 'fair go'</p> <p><b>Integrity:</b> to be true to our word</p> <p><b>Respect:</b> to acknowledge each person's culture, traditions, identity, rights, needs and aspirations</p> <p><b>Accountability:</b> to constantly look at how we can improve, using knowledge and experience of what works, and ensure that all our resources and assets are used in the best possible way</p> <p><b>Working Together:</b> to work with our clients, each other and our colleagues to share knowledge, ideas, resources and skills</p>	<ul style="list-style-type: none"> <li>The primary objectives of the role are to:</li> <li>Develop and execute the strategy for Berry Street's management of the supporter database</li> <li>Develop and implement practices, methodologies and approaches within the organisation to shift focus from "simple" reporting to that of business intelligence &amp; data analytics, through providing thought leadership in the establishment and delivery of analytical tools, practices and procedures</li> <li>Lead the provision of evidence-based recommendations to improve supporter engagement and maximise return on marketing investment</li> <li>Provide analytical insight into Berry Street's supporters, their connections and relationships with Berry Street</li> </ul>

- Provide decision support tools and processes to support internal stakeholders to optimise supporter engagement and maximise use of resources

#### REPORTING RELATIONSHIPS

This role is based at our Richmond Office.

This role reports to the Executive Director, Strategic Engagement, with the Database Manager as a direct report.

#### EXPECTATIONS

- Conduct oneself in accordance with the Berry Street Code of Conduct which is underpinned by the values of accountability, courage, integrity, respect and working together within the principles of continuous improvement and occupational health and safety.
- Berry Street is committed to the principles of social justice. We aim to ensure every individual is treated with dignity and respect regardless of their cultural background, ability, ethnicity, gender identity, sexual orientation, spirituality or religion.
- Berry Street supports White Ribbon, Australia's campaign to stop violence against women. There is an expectation that staff never commit, excuse or remain silent about violence against women.
- Berry Street is committed to being a child safe, child friendly and child empowering organisation. In everything we do we seek to protect children. We are committed to the cultural safety of Aboriginal and Torres Strait Islander children; children from culturally and/or linguistically diverse backgrounds; children with a disability; children who identify with a sexual and or gender minority identity.

#### KEY SELECTION CRITERIA: KNOWLEDGE, SKILLS AND ABILITIES REQUIRED TO FULFIL THE ROLE

- Excellent written and oral communication skills (including public speaking, presentations and facilitation skills).
- Demonstrated ability to flexibly manage competing priorities and stressful situations, monitoring own stress levels and practising and promoting self-care strategies.
- Strong experience working in senior analytics/insights leadership roles, preferably in government and/or the NGO sector
- Significant demonstrated experience problem-solving business questions to maximise outcomes, assessing stakeholder requirements and building business intelligence reports
- Experience in developing hypothesis testing, correlation and factor analysis
- Experience analysing and interpreting data queries from large databases
- Developing and building models and decision support tools
- Preparing and presenting reports and recommendations to change behaviour or inform decision making
- High-level experience in data architecture or analytics environment – developing reports and performing analysis to address business questions
- Experience in working with Business Intelligence Platforms
- Manipulation and querying databases using SQL, interpreting the data and providing recommendations and/or models
- Strong collaborative and customer service approach to all internal stakeholders
- Demonstrated strong business acumen
- Highly developed communication and influencing skills

QUALIFICATIONS AND OTHER REQUIREMENTS	DESIRABLE
<ul style="list-style-type: none"> <li>• Tertiary qualifications in Computer Science, Software Engineering, Information Technology, Business Analytics or similar</li> <li>• SQL for data extraction and manipulations</li> <li>• Microsoft Office Suite (expert)</li> <li>• Business Intelligence Tools</li> <li>• Staff must hold a valid WWCC, current drivers licence at all times and undergo a Criminal Records Check prior to employment. Subsequently, staff must report any criminal charges or court appearances.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience with Raiser's Edge</li> <li>• Experience in a fundraising environment</li> </ul>

## KEY ACCOUNTABILITIES AND RESPONSIBILITIES

ACCOUNTABILITY	SPECIFIC RESPONSIBILITIES
<b>Data and Reporting</b>	<ul style="list-style-type: none"> <li>• Lead the development and dissemination of performance dashboards and reports for the Strategic Engagement (SE) team</li> <li>• Lead the development, implementation and maintenance of decision-support tools to maximise marketing ROI</li> <li>• Lead effective data preparation, analysis and modelling</li> <li>• Lead the development of Berry Street's data architecture and integrity governance for the supporter database</li> <li>• Oversee the ongoing development of the supporter database including the future roadmap, integrating the requirements of key stakeholders</li> <li>• Maximise data effectiveness in line with objectives and deliverables including providing detailed reporting, insights and presentations</li> </ul>
<b>Analytics</b>	<ul style="list-style-type: none"> <li>• Drive the day-to-day analytical approaches for the SE team and explore solutions to problems</li> <li>• Manage the long-term prioritization of SE's analytical needs and opportunities</li> <li>• Define the business questions that need be answered and the appropriate analytics models in addition to identifying and readying relevant data sources for analysis</li> <li>• Lead and collaboratively drive the implementation of software, tools and technologies for data storage and analysis</li> <li>• Maintain a high level of quality of input into standards and methods</li> <li>• Build capacity for analysis, evaluation and learning within the team</li> </ul>
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Develop and implement strategy for Berry Street's management of supporter data with regard to collection, manipulation and analysis of information for business functions</li> <li>• Create new data-driven approaches for the purpose of generating business insights through data analytics, information visualisation, and addressing unanswered business issues in a proactive manner</li> </ul>
<b>Communication and Collaboration</b>	<ul style="list-style-type: none"> <li>• Provide high level reporting and information to key stakeholders, ensuring communication is clear, concise and engaging</li> <li>• Collaborate with departments across Berry Street to aid in the proper use of data, ensuring the delivery of desired operational results</li> <li>• Ensure consistent and effective processes are in place around communications, including briefing, stakeholder engagement and management</li> <li>• Role model collaborative sharing of knowledge and information to inform better decision making across the organisation</li> <li>• Develop training programs aimed at improving key leader understanding of the use of data, to improve overall decision-making across the business</li> </ul>
<b>Leadership</b>	<ul style="list-style-type: none"> <li>• Lead the Analytics team in the development of a departmental culture, policies, and strategy</li> <li>• Lead, inspire and mentor Database Manager and others as required outside direct team</li> <li>• Lead the business through all efforts that drive business performance and potential by using existing and new data sources and techniques</li> </ul>

	<ul style="list-style-type: none"> <li>• Play a key leadership role in the Strategic Engagement team, building a positive, can-do culture and instilling our values of courage, integrity, respect, accountability and working together</li> <li>• Build excellent relationships with internal stakeholders across the organization to ensure department and team objectives can be met</li> <li>• Represent Berry Street to external stakeholders and relevant professional forums and networks</li> <li>• Provide support, coaching and mentoring to Database Manager, monitoring workload and identifying training and development opportunities</li> <li>• Convey the application of Berry Street Values through modelling behaviour and using organisational and department goals to guide work planning and prioritisation</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Keep abreast of relevant industry developments and ensure Berry Street's activities are consistent with these</li> <li>• Berry Street supports White Ribbon, Australia's campaign to stop violence against women. There is an expectation that staff never commit, excuse or remain silent about violence against women.</li> <li>• Berry Street are committed to the safety, participation and empowerment of all children, including those with a disability and culturally and/or linguistically diverse backgrounds. Berry Street are also committed to cultural safety, inclusion and empowerment of Aboriginal children, their families and communities.</li> <li>• Other duties as directed</li> </ul>

## CONDITIONS OF EMPLOYMENT

1. This position may be required to work additional hours as necessary, in accordance to terms and conditions of the contract of employment.
2. You will initially be employed at our Richmond Office. You may be required to work from other Berry Street sites (on a temporary or permanent basis) as directed from time to time.
3. Terms and conditions of employment are in accordance with the contract of employment which includes above Award payments and eligibility for remuneration packaging. Salary packaging up to \$15,900 is available to Berry Street employees who meet the eligibility criteria outlined in our Salary Packaging Policy.
4. The remuneration for this position will be commensurate with experience. The value of the salary can be increased through salary packaging.
5. Agency vehicles are available for authorised use and these should be used at all times for work-related purposes, in accordance with the Berry Street Motor Vehicle Policy. However, if you are authorised to use your own vehicle for work-related purposes, you will be paid an allowance per kilometre, which includes provision for comprehensive insurance and other running costs. Berry Street is unable to insure private vehicles owned by staff and will not accept any liability for damage to any staff vehicles incurred while being used for work-related purposes.
6. Superannuation will be paid according to Superannuation Guarantee into a compliant fund of your choice or into HESTA Superannuation Fund.
7. The successful applicant will be required to undergo satisfactory pre-employment checks, 3 professional referees for Senior Managers, a pre-employment health declaration, a criminal records check and proof of identity and qualifications.
8. The successful applicant will initially be employed for a probationary period of 5 months. During this period, either party can terminate employment with one week's notice. A probationary review before 5 months will be undertaken.
9. Under Victorian WorkCover legislation, it is the applicant's duty to advise Berry Street of any pre-existing medical condition, which could be aggravated by the type of employment for which they are applying. The existence of a medical condition will not preclude you from employment, unless you are unable to perform the inherent requirements of the position. However, failure to disclose any relevant injury or disease will jeopardise any entitlement you may otherwise have for a work-related aggravation of that non-disclosed pre-existing condition.
10. Berry Street has a smoke-free workplace policy.

## INHERENT REQUIREMENTS OF WORK ACTIVITIES / ENVIRONMENT

Following is a table that outlines the main physical and psychological requirements of the position.

Element	Key Activity	Frequency
<b>Work Environment</b>	Manage demanding and changing workloads and competing priorities.	Daily
	Work in a team environment.	Daily
	Work in different geographic locations.	Regular
	Be exposed to all outdoor weather conditions.	Regular
	Work in unstructured environments (e.g. outreach).	Regular
	Work office hours with the possibility of extended hours.	Regular
	Work in an open plan office.	Daily
	Work in buildings which may be two-storey.	Regular
	Sit at a computer or in meetings for extended periods.	Daily
	Work in an environment with competing demands.	Daily
	Present at court and other jurisdictions.	Occasional
<b>People Contact</b>	Liaise with government, non-government and community organisations.	Daily
	Work with clients who may have a physical or sensory disability.	Regular
	Interact with members of the public who may display the full range of emotional expressions, including parents, partners, significant others, family members, advocates, doctors, police.	Regular
	Interact with clients and members of the public who could display verbal or physically challenging behaviour.	Regular
	Facilitate access to specialist, generic and community services.	Daily
	Undertake training and professional development activities.	Regular
<b>Administrative Tasks</b>	Undertake administrative tasks which may include the following: computer work, filing, writing reports, case notes/plans and client records, participating in meetings, concentrating for long periods of time, managing resources and budget and researching and analysing information and data.	Daily
	Use technology including photocopier, telephones including mobiles, fax, overhead projectors, televisions, videos, and electronic whiteboards.	Daily
<b>Transport</b>	Drive vehicles possibly over long distances and in all traffic and weather conditions.	Regular