

Vision

A cancer free future.

Statement of purpose

We are Australia's leading cancer charity uniting the community to reduce the impact of cancer.

Position description and person specification

Position title:	Data & Insights Analyst	
Unit:	Digital	
Department:	Digital	
Location:	Adelaide	
Manager:	Michael Humphrys (Digital Product Manager)	
Employment:	Full Time	
Last updated:	October 2025	By whom: Digital Product Manager & Unit Manager Fundraising

Cancer Council SA

- Has worked resolutely since 1928 to deliver cancer research, prevention, and support services.
- Is the state's leading independent, cancer-related, non-government organisation, dedicated to reducing the impact of cancer for all South Australians.
- Invests in three main strategic objectives: research, prevention and support
- Is uniquely positioned as a resource for action and a voice for change towards a cancer free future
- Is committed to The National Principles of Volunteer Involvement and Management.
- Maintains a non-smoking workplace and provides assistance with quitting.
- Requires employees and volunteers to promote cancer-preventing healthy lifestyle practices and behaviours, as outlined in organisational policies.

Our core values are represented by three value statements:

 Care We are driven to make a difference for all—those we serve, our teammates, our partners and ourselves.	 Integrity We strive to do the right thing always, act truthfully and honourably, be our authentic selves, be inclusive and embrace diversity.	 Excellence We work as one team and constantly push ourselves to be the best we can. We arrive every day inspired to make an impact through our talents, passion and commitment.
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Unit role and objectives

Digital

Our purpose is to harness digital technology as a strategic enabler for Cancer Council SA, transforming how we engage with clients, donors and partners to maximise impact and reach. We streamline processes, automate routine tasks and equip our people with easy-to-use tools and data-driven insights, boosting efficiency while fostering a positive, collaborative culture. Through disciplined governance, security and proactive risk management, we safeguard information and build the organisational resilience needed to deliver on our strategic vision.

Position overview

The **Data & Insights Analyst** helps drive smarter engagement and stronger fundraising through clean data, insightful analysis, and targeted journeys.

Working across Digital, Fundraising and Marketing teams, you'll ensure supporter and client data in Salesforce is accurate, well-segmented and effectively used for campaigns and journeys through platforms like Ortto.

You'll play a key role in improving campaign targeting, donor experience and organisational insight—turning data into meaningful action.

Reporting relationships

Digital Product Manager

Key accountabilities (outcome based)

Audience Segmentation & Campaign Support

- Collaborate with campaign leads to define and build segmented supporter audiences for fundraising and engagement.
- Ensure segments are correctly implemented in Salesforce and accessible for automation tools.
- Maintain a library of personas and audience segments to inform campaign planning.

CRM Data Quality & Governance

- Monitor data quality and support regular cleaning processes (e.g., deduplication, record accuracy).
- Work with internal teams to ensure supporter/client data capture is standardised and reliable.
- Support compliance with privacy and consent requirements.

Data Reporting & Analysis

- Build and maintain custom reports and dashboards to monitor campaign performance.
- Analyse supporter/client behaviour and trends to inform strategy.

- Contribute to post-campaign reviews with data-driven insights.

Digital System Support

- Troubleshoot any integration issues between Online Platforms / Salesforce / Marketing Platforms.
- Recommend improvements to workflow and data structures based on campaign needs.
- Journey Performance & Recommendations
- Partner with Fundraising and Marketing to assess automation journey performance.
- Support mapping and refinement of supporter/client journeys (e.g., new donors, lapsed fundraisers, new client).

Capacity Building & Documentation

- Document data processes and provide internal training on segmentation and reporting.
- Promote data literacy and evidence-based planning across teams.

Work Health & Safety

- Comply with Cancer Council SA's WHS policies and procedures.
- Follow reasonable instructions and training.
- Identify and report hazards and incidents to the supervisor.

Protect your own health and safety and that of others by:

- Complying with and actively contribute to the development of organisational policy and safety systems.
- Following reasonable instructions and training and complying with organisational policy and safety systems.
- Identifying and reporting workplace hazards and incidents to their supervisor.
- Complying with Cancer Council SA's WHS policies and procedures.

Special conditions

- The successful applicant must be a non-smoker.
- Some intra/interstate travel, out of hours and weekend work may be required.
- Appointment will be subject to satisfactory police check and may require DHS clearance.
- A current driver's licence is desirable.

Person specification (knowledge, skills and experience)

Essential:

- 2-5 years experience in data analysis, visualization and reporting
- Strong data analysis and reporting skills using Excel, Power Query and SQL
- Experience creating and maintaining data segments for marketing or fundraising campaigns
- Hands-on CRM experience (Salesforce preferred) and understanding of supporter journeys
- High attention to detail and data quality

- Ability to translate data into clear, actionable insights for non-technical audience
- Understanding of data privacy and consent requirements

Desirable:

- Experience in the not-for-profit or health sector
- Familiarity with marketing automation tools (e.g. Ortto)
- Understanding of supporter/client lifecycle modelling and behavioural segmentation

Personal attributes:

- Curious and proactive, with a continuous improvement mindset
- Committed to supporter/client-focused, ethical use of data
- Able to balance strategic insight with hands-on delivery
- Collaborative and purpose-driven

Signatories

Incumbent

Name: _____

Signature: _____

Date: _____

Manager

Name: _____

Signature: _____

Date: _____