



Marketing Database Analyst Contract - Full time Temporary (38.75 hours/week)

Calgary Health Foundation is a philanthropic organization established in 1996 to unite donors, hospitals, health care providers and community partners with the ambitious aim of revolutionizing health outcomes. Together, we continue to transform lives by establishing extraordinary health programs — early stroke intervention, a world class urology clinic and brain institute, precision neonatal care and advanced trauma centres. Through collaboration, unrelenting persistence and a sharp focus on care, wellness and research, we are unyielding in our efforts to ensure Calgarians receive the most progressive health care in the world — because our loved ones and yours deserve nothing less.

THE ROLE

Reporting to the Director, Strategic Giving, the Marketing Database Analyst will work as part of a fast-paced and integrated team that is responsible for managing data requirements related to fundraising and marketing activities at Calgary Health Foundation.

This is an intermediate level role with a wide range of responsibilities, offering opportunities for project work and skill development as part of the role. Calgary Health Foundation provides a supportive environment and is committed to developing its staff through training and professional development.

This is a new position that will start with a one year contract term, which may be extended based on the ongoing needs of the organization.

KEY RESPONSIBILITIES

- Manage data requirements for fundraising and marketing campaigns.
- Extract data from CRM for use in direct mail, phone, email, and digital marketing campaigns.
- Manage marketing and fundraising data models, and apply them within the CRM and Marketing Automation tools (Blackbaud Raiser's Edge NXT and Engaging Networks).
- Prepare data files for all Marketing and Fundraising campaigns, creating automated tools to optimize and enhance these processes.
- Act as the primary data steward for the fundraising and marketing teams, creating and managing data entry standards, and reporting on compliance with standards.
- Lead the coordination of internal and external resources to execute ongoing data hygiene processes, ensuring a high level of data quality and accuracy within the CRM.
- Create ad hoc reports in response to requests from other internal teams.
- Perform other duties, as assigned.



QUALIFICATIONS

- Bachelor's Degree (or equivalent skills and experience) in Marketing, Computer Science, Statistics, Business Intelligence, or a related field
- 2-5 years' experience in a related role, demonstrating progressive skill development
- Experience creating queries in an SQL-based CRM environment is a core requirement
- Experience working with Marketing or Fundraising data
- Experience using MS Power BI and Power Query would be a definite asset
- Experience creating and/or running statistical models would be an asset

KNOWLEDGE, SKILLS, ATTRIBUTES AND ABILITIES

- Enthusiastic, self-motivated, professional and committed to excellence
- Ability to work independently as well as collaboratively and cooperatively with teammates, and with a variety of personalities and leadership styles
- Excellent organizational ability, capacity to set priorities, meet deadlines and manage several projects simultaneously in an environment with multiple and competing priorities
- Excellent written and verbal communication, interpersonal and presentation skills
- Able to articulate confidently and effectively with all levels of internal and external contacts
- Acceptance of the mission and principles of the Donor Bill of Rights and Ethical Standards as outlined in professional fundraising practice (AFP)
- Familiarity with fundraising techniques and strategies for each phase of the donor engagement cycle (qualification, cultivation, solicitation and stewardship)
- Proficient in MS Office (Word, Excel, PowerPoint, Outlook) and experience with relational databases and CRMs, such as Raiser's Edge
- In alignment with best practices, seek and support innovative approaches for donor engagement and stewardship
- Strong focus on accountability

WORKING CONDITIONS

- Primarily sedentary computer work
- Hybrid working model: 60% in office / 40% at home (if desired)
- Occasional evening and weekend work as required

APPLICATION INFORMATION

Salary Range: Commensurate with skills and experience

Please note that all Calgary Health Foundation employees are required to provide proof of full COVID-19 immunization upon hire as a condition of employment.



We thank all applicants for their interest in this role and Calgary Health Foundation; please note that we will only be contacting candidates selected for an interview.

To explore this opportunity further, please send your resume and cover letter, in confidence, no later than August 1, 2022 to:

Rosaline Akinokun
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