

Annexure 1 – Position Profile

Designation:	CRM Administrator & Data Analyst
Reporting to:	Philanthropy Operations Manager
Based:	Perth, Melbourne or Sydney

Organisational context:

AWC is a pragmatic global conservation leader, restoring landscapes and providing hope for Australian wildlife. Guided by science, AWC delivers measurable conservation impacts at scale to secure the future of our most endangered species.

At AWC we are inspired by the unparalleled richness of Australia's wildlife and we are united by our determination to protect its unique animals and landscapes. It is our mission to effectively conserve all Australian wildlife and habitats and our vision is for a world where Australia's biodiversity is valued and effectively conserved by an engaged community.

The delivery of AWC's mission is highly reliant on all AWC working collaboratively with each other as a cohesive, engaged, collaborative, high performing group guided by strong, effective leaders.

AWC values:

AWC's work is guided by the following values. At AWC, we are:

- Accountable – taking ownership of our actions and outcomes
- Informed – working together to acquire and apply evidence, knowledge and experience
- Respectful – demonstrating care, recognition and integrity
- Dedicated – committed to delivering effective outcomes, with resilience and tenacity
- Innovative – applying creative thinking for effective solutions
- Sustainable – delivering long-term financial and ecological viability.

OneAWC 'a cohesive, engaged, collaborative, high performing group guided by strong, effective leaders. A group of people who all understand AWC's mission, vision and their role in contributing to the achievement of mission and vision, all connected and working towards a common purpose, guided by a set of shared values'. The delivery of AWC's mission is highly reliant on all AWC working collaboratively with each other.

About the role:

The *CRM Administrator & Data Analyst* will work closely with a range of stakeholders across the organisation including Senior Managers, business users and our implementation partner as we identify, develop and deploy new business processes across the fundraising and communications teams. This role is part technical project manager, part administrator and part analyst.

Critical competencies/experience:

- Excellent attention to detail and accuracy.
- Ability to communicate effectively with non-technical personnel, both written and verbally

- Natural ability to share information and proactively engage with partners and dependent teams.
- Strong capability in gaining buy-in.
- Strong time and project-management skills and the ability to prioritise workload.
- Well-versed in using project management methodologies including Agile (or similar) methodology tools and tasks. Ensuring constant communication and collaboration with the project delivery team.
- Experience in Salesforce configurations, administration, with hands on experience using Reports and Dashboard, managing users, profiles, roles and general data management.
- In-depth understanding of Integration concepts between CRM and other systems.
- Proven experience in dealing with complex and unstructured data sets.
- Experience with data cleansing and data migration is desirable.

Licenses & qualifications:

- Undergraduate degree in a relevant discipline, or commensurate certifications.
- National Police Clearance certificate.

Role Responsibilities:

1. Salesforce implementation
<p>Key activities and responsibilities:</p> <ul style="list-style-type: none"> • Understand the full potential of the database and how it can be used across AWC, to ensure maximum oversight and growth in fundraising, non-philanthropic income and increase engagement with our supporters, volunteers and visitors. • Understand the data architecture of the organisation, across many different applications and systems. • Facilitate the use of Salesforce across the business as we work to develop a 360° view of our supporters. • Undertake business-as-usual administration activities within Salesforce including user access and permissions, creation of fields, building efficiencies and automations via flows and building report templates and dashboards. <p>Recommend enhancements to Salesforce and assist in the implementation enhancements, including interaction with third party vendors and developers as required.</p>
2. Project management and stakeholder engagement

Key activities and responsibilities:

- Help lead and support the CRM migration project.
- Participate in project workshops and ensure deep understanding of the core business needs and pain areas for the CRM migration.
- Ensure constant communication and collaboration with project team members. Work with project members to facilitate improvements to processes and systems aligned to overall business.
- Follow Project Management techniques in terms of highlighting Risk, Issues and dependencies of the project which may impact the cost and project rollout timelines.
- After the CRM migration is complete, provide ongoing support including further platform development, refinement and improvement of the CRM and any associated systems
- Encourage and facilitate a highly collaborative culture by ensuring positive communication across AWC, and with AWC partners and key stakeholders as appropriate
- Share your Salesforce knowledge and provide training and coaching to the AWC team members so we are elevating platform skills and buy in.
- Proactively role modelling AWC values, constructively managing conflict, analysing effectiveness and inspiring new and creative solutions.
- Apply excellent communication and interpersonal skills to establish and maintain relationships with a diverse range of internal and external stakeholders.

3. Undertake other tasks, as required

Key activities and responsibilities:

- Assist the Philanthropy Operations Manager and the Philanthropy team with other tasks as required.
- Comply with all AWC policies and procedures.
- Champion AWC values and ONE AWC approach.