

Data Analyst

Phone :
Web :



Canadian Cancer Society

Job Summary

Vacancy :
Deadline : Aug 10, 2024
Published : Jul 10, 2024
Employment Status : Hybrid
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

Salary Range: \$52,000.00 To 75,000.00 Annually

Job Title: Data Analyst

Location: Toronto, Vancouver or Calgary (Detailed office location information can be found by visiting this link: <https://cancer.ca/en/contact-us>)

Work Model: Hybrid Work Model

Salary Band: 4 (\$52,000 - \$75,000 CAD)

WHY JOIN THE CANADIAN CANCER SOCIETY (CCS)?

The Canadian Cancer Society works tirelessly to save and improve lives. We raise funds to fuel the brightest minds in cancer research. We provide a compassionate support system for all those affected by cancer, across Canada and for all types of cancer. Together with patients, supporters, donors and volunteers, we work to create a healthier future for everyone. Because to take on cancer, it takes all of us. It takes a society.

Help us make a difference.

COME AS YOU ARE

At CCS, we embrace everyone's uniqueness and recognize the strength that lies in differences. We believe in the power of our collective potential and strive to achieve a more diverse, inclusive, and equitable workplace to empower and create opportunities for all. We welcome and encourage applications from all qualified candidates regardless of their gender, age, religion, race, ethnicity, and nationality. Particularly equity deserving groups, such as members of the BIPOC, and 2SLGBTQ+ communities, people living with disabilities, veterans, and anyone who may contribute to the further diversification of the Canadian Cancer Society. Together we unite and inspire all Canadians to change the future of cancer.

JOB OVERVIEW

Reporting to the Senior Manager, Data Governance & Analytics, the Data Analyst provides support and subject matter expertise to the fundraising team in developing initiatives emphasizing donor acquisition/retention, conversion rates, optimization, and performance tracking.

CCS is embarking on an exciting Digital Transformation to enhance our technology portfolio, leverage automation, and expand our digital capabilities to deliver a fully connected, intuitive, individually tailored and continuously evolving constituent experience.

As a Data Analyst, you will collaborate with fundraising team to implement high quality, data-driven and donor-centric decision-making solutions to increase fundraising annual revenue goals. You will be responsible for gathering large and varied datasets from database, collating and aggregating the data, and tracking and reporting revenue metrics to discover key data trends and insights by segments, products, and channel.

WHAT YOU'LL BE DOING:

1. Data Development, Governance, and Process

- Develop custom datasets tailored to specific initiatives, incorporating relevant metrics, demographics, and constituent behavior data.
- Utilize SQL or other relevant enterprise tools to extract, transform, and load (ETL) data from various sources.
- Leverage large scale data sets to derive data-driven insight into customer behavior to support campaigns, programs, and operations.
- Collaborate with business team leaders and users to identify, define, prioritize, design, and build analytics capabilities, products, and functionality to support business priorities.
- Identifies data gaps, risks, and opportunities to enhance current reporting and analytics capabilities; collaborates with Data and Analytics and Application teams to recommend new data capture requirements.
- Build and validate complex criteria across programs, campaigns, products, segments, channels including prospects and leads to select, group, and manipulate data.
- Work with Data Quality to establish and recommend data hygiene processes, proactively find data issues, troubleshoot root cause problems, and validate data accuracy and standards.
- Documenting data extract and back feed file import procedure
- Ensure and adhere to data security, privacy, and compliance requirements for all provincial and federal legislation for the use of data (e.g. PII, PHI, CASL, PIPEDA).
- Understanding of artificial intelligence or machine learning principles in relation to the modeling, development, and use of data

2. Analytics, Reporting and Insights Process Enhancement

- Collaborate with stakeholders to understand their objectives and provide data-driven recommendations to achieve goals.
- Provides evidence-based recommendations to enhance lead generation, conversion, retention, cultivation, and stewardship strategy and tactics.
- Employ advanced data mining techniques to uncover patterns, correlations, and trends within data using data warehouse, CRM, databases, or other organizational tools.
- Uses approved tools to conduct thorough exploratory data analysis (EDA) to identify potential opportunities for optimization and improvement.
- Translate complex data into actionable insights that help drive strategic decision-making.
- Develop and present clear, concise, and actionable recommendations based on data analysis, addressing key challenges and opportunities using visualizations, presentations, or reports; communicate effectively with both technical and non-technical users.
- Continuously monitor performance metrics and adjust recommendations as needed to optimize outcomes.
- Design and create visually compelling dashboards, charts, and reports using approved BI tools such as Tableau or similar platforms.
- Ensure reports are user-friendly and accessible, catering to the diverse needs of stakeholders within departments.
- Collaborate closely with cross-functional teams, including business partners, data engineers, digital and technology professionals, to capture requirements and ensure data in accurate and flows correctly.
- Ensure standard departmental reports in Salesforce align to revenue goals, financial statements, and program metrics.
- Build in-house predictive modelling capacities to drive efficiencies and improve program and campaign effectiveness
- Create and manage ad hoc and scheduled reports for a variety of CCS programs and fundraising campaigns and activities
- Identify and recommend improvement for data integrity and automation
- Analyze and provide data solutions to improve program, campaign, and fundraising processes including implementation, refinement, and validation of business rules
- Gathers and documents business needs, detailed requirements, and success criteria.
- Translates business requirements into functional and technical requirements.

3. Data Projects

- Support enterprise level special data projects by assessing proposals and designs for architectural compliance (data and solutions) and contributing during the project life cycle.
- Work with team leads to estimate, size, and develop strategies and plans to project work
- Contribute to the creation of business value from data by supporting CCS' data strategy, including documenting product hierarchy business rules, establishing the governance processes such as, but not limited to, data validation, audit, logic check, data retention; and developing processes to make the data more reliable, understandable, and actionable.
- Ensure CCS is implementing best practice approaches to data integrity, data security and data management for all new projects, programs, and campaigns
- Actively contribute to our culture of justice, belonging, equity, diversity, and inclusion by ensuring that all staff feel represented and heard regardless of their gender, age, religion, ethnicity, and nationality or race.

QUALIFICATIONS:

- Bachelor's degree in Computer Science, Statistics, Business Administration, or a related field; advanced degree preferred.
- Proven experience (3-5 years) as a Business Intelligence Analyst, Data Analyst, or similar role, preferably within a nonprofit (fundraising) environment.
- Proficiency in SQL, or other programming languages for data manipulation and analysis.
- Experience working with constituent (customer) data, CRMs (Salesforce) and/or customer databases, marketing and digital data.
- Strong understanding of data warehousing concepts and experience with ETL processes.
- Expertise in data visualization tools such as Tableau or equivalent.
- Strong client service and interpersonal skills
- Excellent communication skills including the ability to write clearly and succinctly in a variety of communication settings and styles
- Effective presentation skills, with the ability to convey complex technical concepts to diverse audiences.
- Excellent analytical and problem-solving skills, with the ability to translate data into actionable insights.
- Strong attention to detail and a commitment to delivering high-quality work within tight deadlines.
- Ability to maintain the confidentiality of sensitive information
- Experience working in a team-oriented and collaborative environment

WHAT YOU CAN EXPECT FROM US:

CCS offers meaningful opportunities to help make a difference in the lives of Canadians with cancer, their caregivers, families and communities. We are committed to building and nurturing an inclusive community for our employees by highlighting their unique experiences. We value diverse skills and strongly encourage applications from all qualified candidates. CCS is committed to fostering a culture that is inspiring, supportive and exemplifies our core values:

COURAGEOUS UNITED CARING RIGOROUS

In return for your skills and dedication, we offer an attractive compensation package that encompasses a competitive salary, excellent benefits, which include paid parental leave, paid family sick time and health insurance, and the opportunity to have a rewarding employment experience where your contributions can make a true difference every day.

HOW TO APPLY:

Qualified candidates are invited to submit their **resume, cover letter** and **salary expectations by July 22, 2024**.

We thank all candidates for their interest and advise that only those selected for an interview will be contacted.

OTHER INFORMATION:

CCS is committed to employment equity and encourages applications from all qualified candidates. In accordance with the local provincial **Accessibility Act**, accommodation will be provided as requested throughout the recruitment process. We want to make the interview process a great experience for you!

Please note that in keeping with the mandate of CCS to model and promote **healthy lifestyles**, employees are not permitted to smoke in or about CCS premises or while carrying out CCS business.

As an employer, **occupational health and safety** legislation requires that we protect our workers from health and safety risks in the workplace. CCS has implemented a mandatory vaccination policy requiring that all staff who work in any of our physical workplaces must be fully vaccinated against COVID-19. All employees will need to attest to their vaccination status through a secure online form or automated applications. Reasonable accommodation and remote working will be discussed on a case-by-case basis.

Privacy Disclosure

We collect your **personal information** through forms, by phone or in person to evaluate your candidacy for the role(s) you have applied for, to contact you regarding your candidacy, and to generate recruitment-related reports. If selected for a position at CCS the information provided will be used for the purposes of pre-employment checks and added to your employee file. We may share your personal information with third parties, including recruitment consultants, within or outside your province or territory or outside Canada to carry out the purposes identified above, or as required by law. We may contact you by mail, email, phone or text. You can exercise your right to access your information or have it corrected, unsubscribe from communications or withdraw your consent by selecting these options within the ADP system, or by contacting privacy@cancer.ca. For more information about our **privacy practices**, visit cancer.ca/privacy.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
