

## POSITION DESCRIPTION

### Data Analyst

**Title:** Data Analyst (may be contract *OR* permanent)

**Company:** Annual Giving Network

**Location:** Boston Area, MA

The *Data Analyst* will play a key role in developing and maintaining AGN's metric benchmarking product, as well as assisting with other market research projects (e.g., surveys, focus groups). The ideal candidate is a strong user of Excel (or comparable application), who likes to work with data and is familiar with annual giving or direct response marketing metrics. Experience in market research, analytics, and fundraising are desirable for this role.

#### RESPONSIBILITIES

- Developing and maintaining AGN's metric benchmarking product.
- Assisting with market research including surveys, focus groups, and other special projects.
- Using the company's Salesforce database to generate lists and reports.
- Analyzing reports to inform lead generation, acquisition, retention, reactivation, and upgrade strategies.
- Segmenting customers for marketing campaigns to support lead generation, sales and market research.
- Researching the educational fundraising landscape to collect information on the latest technologies, tools and applications being used in the marketplace.
- Coordinating data hygiene efforts, including updating existing records, importing new customer information, and removing inactive records.
- Other duties as assigned.

#### QUALIFICATIONS

Bachelor's degree required. Master's degree and experience in educational fundraising preferred. Must be detail-oriented with strong data analysis and technical skills, a sense of humor, and a willingness to be flexible and patient in the context of a small and growing business. Working knowledge of Google Workspace, MS Office (especially Excel), Zoom, SurveyMonkey, or comparable applications is desirable. May be required to travel occasionally and work occasional evenings and weekends as needed.

#### ABOUT AGN

As the world's leading resource for annual giving programs, AGN helps educational institutions develop sustainable sources of philanthropic support. We bring advancement professionals together, facilitate the exchange of information and ideas, and identify the very best practices for educational fundraising. We're proud to have supported thousands of colleges, universities and independent schools—including over 700 institutions through our membership program, which provides ongoing access to training and professional development. Learn more at [AnnualGivingNetwork.com](https://www.annualgivingnetwork.com).

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