POSITION DESCRIPTION

Data Analyst

Title: Data Analyst
Company: Annual Giving Network
Location: Massachusetts (full or part-time)

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're proud to have served thousands of colleges, universities, and independent schools through our research, training, and consulting services, and through our membership program, which provides ongoing access to professional development. Learn more at AnnualGivingNetwork.com

Click here to apply for this position