

Marketing Data Analyst

No child should grow up alone. This is the dream we share at SOS Children's Villages. It's what drives us all, why we work hard together. So that every child can grow with love, respect and security, with reliable adults who will always be there for them.

We do this through high-quality, child centered, youth care and development cooperation projects. And to finance those projects, we are looking for an enthusiastic and dynamic Data Analyst, position working cross-departments and directly reporting to the Individual Giving Coordinator, based in Brussels.

In this position:

- You manage our CRM and data analytics to optimize data quality related to our different fundraising methods
- You guarantee the correct integration, cleaning and reorganization of data
- You optimize the data entry process in collaboration with our external partner Bisnode
- You identify, analyze, and interpret trends or patterns in extracted data in order to improve our fundraising methods
- You translate this analytical information
 - into concrete actions in order to improve profile selection, donor reactivation, donor retention, etc. This means actively participating in marketing actions such as reactivation calls
 - into marketing recommendations for our Fundraising team
- You are responsible for the implementation of GDPR within all segments of our organization
- You support our communication and fundraising team during campaigns or other important moments

Working at SOS Children's Villages Belgium means...

1. **Working hard together towards one common goal:** ensuring that children in difficult situations still grow up in a warm and safe home.
2. **Working in an atmosphere of trust and openness,** with respect for every colleague and partner, with faith in each other's capabilities.
3. **Getting opportunities to grow and develop,** to find your own way in a professional, agile and impact driven team.

Profile required:

- You have a master in Economics, Business, Marketing, Statistics, or equivalent
- You have a relevant experience of 2 to 5 years in a similar function
- You are fluent in Dutch and/or French, with a good level of English
- Microsoft Office / R or Python or SQL or assimilated have no secret for you and you know how to handle it quickly
- You have analytical thinking skills, with talent for identifying new marketing opportunities
- You are accurate and detailed minded
- You are not afraid of some administrative tasks, which you want to complete accurately
- An experience in the NGO sector is an asset
- A colleague needs help? You jump in whenever possible and necessary!
- Humor and perspective are also important on the work floor!
- As a motivated team player you promote the values of SOS Children's Villages

Our offer:

- An exciting opportunity to actively contribute to the improvement of the rights and welfare of children and their communities, within a highly motivated, professional, committed and international team
- A fulltime contract of indefinite term
- A competitive salary in line with the sector
- Earliest starting date: asap

If you are interested in this position, please send your detailed e-mail application (CV, letter of motivation, 3 references) by the 4th of July 2021 to job@sos-kinderdorpen.be.

For more information: www.sos-villages-enfants.be ; www.sos-kinderdorpen.be

