



## **Director, Performance Insights & Analytics**

Full-Time, Regular

Memphis, TN, US

Requisition ID: 1817

Apply: [Recruitment \(adp.com\)](#)

Ducks Unlimited National Headquarters has an opening for a full-time, Director, Performance Insights & Analytics. Responsible for the management and development of all analysis needs of Direct Marketing programs through the expansion and implementation of analytical tools and resources used for the advancement of strategic solutions. Leads all campaign processing efforts and data research needs through the coordination with Direct Marketing leadership and other team members. This individual has a strong vision and passion for analytics and data-driven storytelling that can fuel growth in performance, growth in our capabilities and growth in the team.

This position will report to the Managing Director, Direct Marketing.

Location: National Headquarters in Memphis, Tennessee is preferred, but the position may be remote for the right candidate.

### **Responsibilities:**

- Responsible for the strategic management and development of direct marketing segmentation and modeling needs designed to acquire, cultivate, retain, and reactivate donors. Directs all campaign processing efforts and data execution needs through the coordination with direct marketing leadership and other team members.
- Facilitates and drives the use of data and analytics so that they are embedded within fundraising strategies. This includes data research, data validation, advanced data storytelling, and monitoring of tests utilizing fundraising performance and audience data.

- Engages with the Direct Marketing team and supports the use of predictive analytics within campaign strategy, by validating all new data models being utilized within the segmentation and targeting process. Works to ensure that proper reporting and analysis can be done to validate predictive analytics sources, both internal and external. Provides recommendations to the campaign/strategy directors on data optimization related to analytics.
- Drives a data-driven culture working with internal and external partners to ensure that channel segmentation needs follow best in class practices to meet revenue and audience goals. Accountable for monitoring and providing recommendations for data hygiene and data storage methods while fulfilling all legal and compliance obligations to protect organizational data.
- Serves as a strategic consultant and change agent to Direct Marketing leadership and team members by researching, analyzing, planning, and socializing strategic opportunities and improvements driven by donor experiences to increase the performance of DU's supporter initiatives.
- Works with external data vendor(s) and analysis providers to ensure that Direct Marketing is using best in class sources for strategic needs and ensuring revenue goals are met. This includes reviewing and analyzing hygiene data, predictive models, and other data sources that can be used to provide better targeting in the donor universe.
- Serves as the organizational data strategic liaison for Direct Marketing, ensuring that all organizational changes or shifts will meet the needs of Direct Marketing. Includes leading data research and analysis, strategic decision making, and a high degree of judgment and autonomy to manage the needs of Direct Marketing.
- Coordinates with other departments on best practices for analytics and campaign processing, as well as collaborating on tactics, process changes, and identify efficiencies that can be implemented. Includes participating in any project or organizational workgroups with the purpose of optimizing analytical or results.
- Translates business and campaign needs and results into useful, visual package to enable quick understanding, identifying patterns and trends.
- Develops, maintains, and distributes high performing reports, dashboards and scorecards using visualization tools such as PowerBI, Google Looker Studio, SharePoint, Tableau, etc. to track key business information enabling data drive decisions faster to market. Work across Direct Marketing and Digital departments to develop views that provide a more complete understanding of performance and donor journey.
- Oversees the design and execution of queries, import/export and format files, temporary databases, data merge from disparate sources, datasets integrity, characterize data with descriptive statistics, performance distribution analysis, and other related tasks for analytics.

- Partners with Direct Marketing and Digital teams to deliver actionable insights from complex, real-time performance metrics/data points to bring focus to strategic opportunities and risks.
- Develops and maintains strong working relationships with internal and external partners.
- Collaborates with Direct Marketing leaders weekly on departmental updates, challenges, and propose recommendations to enhance performance metrics.
- Other duties as needed assigned by leadership.

## **Qualifications:**

**Experience and Education:** Bachelor's degree with a minimum of 3-4 years of analytical reporting and marketing data analysis experience. Understanding of direct marketing best practices and industry trends extremely helpful.

**Communication Skills:** Excellent interpersonal and communication skills (both verbal and written), including strong presentation skills. Demonstrated ability to build relationships at all levels of the organization and work successfully with them.

**Technological Proficiency:** High proficiency in the Microsoft Office suite required. Experience with PowerBI, Google Look Studio, preferred. Experience with Blackbaud CRM a plus especially with building queries.

**Interpersonal Skills:** Excellent interpersonal, relationship and team-building skills. Ability to provide leadership and guidance to other fundraising professionals and volunteers. Self-starter who can work independently as well as part of a team and is driven to succeed.

**Analytical Skills:** Strong analytical, planning, time management, and organizational skills required. An ability to manage multifaceted projects and a capacity to perform well independently in a fast-paced, multi-tasking environment are essential.

## **SALARY AND BENEFITS PACKAGE:**

Salary range: \$85,000 - \$105,000. We work hard to encourage everyone at Ducks Unlimited to bring their authentic selves to work every day. DU offers an exceptional benefit package that includes comprehensive group medical, prescription, dental, and vision insurance, including spouse and dependent coverage; three weeks paid vacation; paid sick leave and 10 paid holidays; 401(k) plan (including partial employer match); and tuition reimbursement.

It is the policy of Ducks Unlimited, Inc. to afford equal employment opportunity to all qualified persons regardless of race, color, religion, gender, national origin, military status, disability, age, or genetic information except where age or gender is a bona fide occupational qualification as allowed by the Civil Rights Act of 1964. It is the policy of Ducks Unlimited, Inc. to afford equal employment opportunity to all qualified persons regardless of race, color, religion, creed, national origin, ancestry, sex (including pregnancy, childbirth, lactation and related medical conditions), sexual orientation, gender, gender identity, gender expression, age (40 or over), disability (physical, mental or visual), genetic information, marital status (including registered domestic partnership status), military and veteran status, immigration status, or any other category protected by federal, state or local law.