

## JOB DESCRIPTION

<b>Job Title</b>	Digital Analyst
<b>Department</b>	Communications
<b>Reports to</b>	Director of Communications
<b>Direct Reports</b>	N/A

### *The Position*

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Reporting to the Director of Communications, the **Digital Analyst** is responsible for guiding the Royal Alexandra Hospital Foundation (RAHF) fundraising strategies and overall marketing campaigns, both online and offline, through examining, analyzing, reporting and strategizing on data. The Digital Analyst will inform and influence the way we communicate with current and potential donors and help shape what data can offer to the RAHF to improve how fundraising decisions are made. The Digital Analyst will be in charge of gathering criteria to build data extractions and data lists, work on data processes such as data integration, data clean up, data analysis, segmentation and other project activities.

While deep-diving into the data that drives donations, and ultimately saves lives through raising critical funds for the Royal Alexandra Hospital (RAH), the Digital Analyst will use the donor relationship management system and the data available through multiple online properties to make decisions that help acquire, engage, and convert prospects into donors.

The Digital Analyst will be the primary interdepartmental conduit, connecting the strategy and donor pipelines of the development team, to the communication department's efforts, while ensuring alignment in process with the donation processing and finance teams. The Digital Analyst will work in tandem with the RAHF Digital Strategist to plan, execute, and evaluate digital marketing campaigns' successes.

### *Key Responsibilities*

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#### *Data Analysis*

- Working as part of a larger communications team and independently, be the primary resource to extract and import data and provide data analysis to guide decisions on future fundraising and awareness campaigns.
- Provide support, insights and tactics to improve under-performing campaigns with a continual focus on donor acquisition, engagement and conversion.

- Provide social media audience insights to help form overall strategies.
- Create post-campaign evaluation reports and presentation decks to share with larger RAHF team and senior leadership.
- Maintain excellent interdepartmental relationships, acting as the conduit between development goals, donation processing, finance and communications.
- Work with the Stewardship officer on opportunities to re-engage current donors.
- Create conversion rate optimization recommendations.

### *Website / Social Media*

- Collaborate with Digital Strategist on digital campaign development, focusing specifically on digital strategy for donor acquisition and conversion
- Develop paid social media tactics, SEM / paid social media setup, email campaigns, campaign optimization, digital funnel development, creative recommendations, landing page optimization, event tracking, etc.
- Executing SEM / Paid Social campaigns, as well as placing re-targeting and conversion pixels for tracking purposes.
- Monitor intraday performance, compile daily report and provide in-depth analysis of the accounts and campaigns. Develop and execute optimization plans and bidding strategies for better ROI.
- Maximize click-through rate (CTR), keyword quality score, and conversion rate through best practice and continuous testing effort.
- Assist with landing page optimization strategies and A/B testing to improve performance.
- Assist in the strategy, design and testing of website analytics implementations.
- Analyze website metrics and improve web performance and effectiveness by creating recommendations.

### *Database*

- Maintain and function within donor relationship management system (Luminate Online and RE NXT).
- Work with database team members to optimize and use current data in appropriate manners.

## *Qualifications*

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### **Education**

- Post Secondary education in related field.
- Google Analytics Certification and Google Ads Certifications will be considered a strong asset.

### **Experience**

- Experience in working with a variety of databases to convert data points into sales or donations.
- Experience in different social media ad buying, targeting and optimizing.
- Experience working with or on a communications and/or marketing team.
- Experience understanding and optimizing offline and online marketing data for conversions (either in a for profit or non-profit environment).
- Experience with reporting on and optimizing for ROI and/or donor acquisition and conversion.
- Experience in using Blackbaud products, such as Luminate Online, Team Raiser or similar database or marketing tools.
- Experience using Raiser's Edge or similar database management systems.

## *Knowledge, Skills and Abilities*

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- Effective analytical, problem solving/issue resolution skills.
- Critical thinking skills to observe, interpret, analyze, infer and explain information in a clear and concise way.
- Ability to ask the right questions and effectively communicate across groups.
- Strong organizational skills and ability to effectively time manage and prioritize multiple tasks.
- Detail-oriented, meticulous and analytical team player, with a desire to be part of a cross-functional team of communicators and development professionals.
- Excellent interpersonal and communication skills, both verbal and written.
- Understanding of CASL is an asset.
- Familiarity with CMS platforms, marketing automation, and email marketing software/programs.
- Functional understanding of HTML & CSS, SEO/SEM components, and other related skills.

## *Additional Requirements*

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### *Security Clearance Check*

All NEW employees are required to provide a successful satisfactory Canadian criminal record check and/or Vulnerable Sector Search prior to the start of their employment. The check must be specific to the role and must be dated no more than 90 days prior to the date on the written offer.

### *Hours of Work*

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7.75 hours per day Monday-Friday. 38.75 hours per week. Permanent 1.0 FTE  
This position is an optional permanent remote working opportunity.

Ability to work irregular hours, evening and weekend will be required for certain events.

### *Compensation*

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Salary is commensurate with experience. This is a full-time permanent position that includes a competitive benefits package.

### *Applying*

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*Please include salary range expectations with your resume/cover letter.*

Closing Date: **Thursday, February 4, 2021**

Forward resume with cover letter to:

[careers@royalalex.org](mailto:careers@royalalex.org)

-OR-

Digital Analyst

Attn: Hiring Manager

Royal Alexandra Hospital Foundation

10240 Kingsway NW

Edmonton, AB T5H 3V9

The Royal Alexandra Hospital Foundation thanks all applicants for their interest in employment

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with us; however, only those selected for interviews will be contacted.