# Marketing Data Analyst

- Australia's largest national organisation supporting people with eating disorders and body image concerns
- Rewarding, dynamic and innovative not-for-profit role
- Melbourne or Sydney based (offices in both locations), with work from home flexibility
- Generous salary packaging options
- Flexible 32 Hours per week; Monday-Friday
- Permanent, offering work life balance

**About the opportunity**

If you want to join a vibrant, people focused culture that makes a difference then keep reading.

As part of the Communications and Engagement team, you will have an integral role that will improve business decisions and drive continuous improvement within marketing campaigns by supplying clear, accurate and reliable data/insights, allowing Butterfly to grow, reach more people and continue to change lives.

**Key responsibilities and duties will include:**

- Creating and implementing supporter journey strategies to help maximise fundraising relationships and opportunities to increase revenue for Butterfly.
- Working with the fundraising team to analyse and interpret data from fundraising database for the purposes of segmenting data for fundraising appeals.
- Extracting, analysing and creating data for generating marketing insights.
- Assessing touch points for all marketing contacts across the organisation, and mapping journeys by segment.
- Providing data driven insights and growth opportunities for marketing audiences; and analysing customer segmentation.

To apply please visit our website:
www.butterfly.org.au/careers or email HR@butterfly.org.au