

# DATA & SEGMENTATION SPECIALIST

**Full Time Position | Sydney (flexible location considered)**

Hybrid working environment with flexible hours.

New digital marketing role to identify segments and build relevant journeys.

## Why Open Doors?

Our team at Open Doors is united in our love for Jesus Christ and His Commission. When working at Open Doors, you will get the chance to strengthen the faith of Christians all over the world. You will honour and uplift our suffering brothers and sisters by sharing their stories through defining segments, building journeys, and delivering clear communications across digital channels.

We asked our people their thoughts on working with Open Doors – here is what they had to say:

- “Working for Open Doors means being challenged and encouraged in your faith every day! It’s a privilege to be in a job that helps strengthen the global body of Christ.”
- “Seeing and hearing real stories of persecution has forced me to see my walk with Christ in a new way.”
- “Exclusive experiences to travel and meet with persecuted believers, learning invaluable lessons along the way.”

Working with us also provides the opportunity to be a part of regular team devotions, access to Christian counselling and mentoring as well as coming together for bi-annual team days for fellowship, prayer, and worship.

## Our Impact

In 2020, our work at Open Doors helped almost 8 million persecuted Christians around the world through Bibles, training and practical support.

As a growing and respected ministry, supporting persecuted Christians in more than 70 countries, we’re excited to bring on someone who shares our vision and passion to help Australian and New Zealand Christians care for the body of Christ.

## About the Role

We are looking for an analytical and data-driven person with a commitment to testing, reporting, and innovation. The Data & Segmentation Specialist will integrate data analysis, mapping, segmentation, and donor journeys to help reach our strategic goals across each campaign.

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### **In the role you will:**

- Outwork the supporter lifecycle through mapping, segmentation, and journeys.
- Define segments through data analysis and reporting.
- Build donor journeys (Salesforce, Marketing Cloud, omni-channel).
- Execute digital advertising segmentation.
- Develop campaign reports based on goals and strategies.
- Review and refine strategies.
- Understand and respond to Google Analytics.
- Analyse past campaigns and general market trends.
- Understand data points, tracking, working with analysts, and how relational databases and APIs tie in.
- Maintain aspects of website including backend, third-party tools/services, and integration with Salesforce.
- Assist with basic coding as required for web, emails, and Salesforce.
- Create and implement strategy to enhance site tracking, functionality, and integration.

### **About You**

If this is the right role for you, your skills and qualifications may include:

- Experience with SQL, HTML, CSS
- Demonstrated experience implementing reporting and performance monitoring frameworks for marketing automation
- Marketing automation platform experience
- Understanding and experience with Google Analytics or similar
- Experience with PowerBI, Tableau or similar
- Salesforce Marketing Cloud experience (Journey Builder, Automation Studio, Contact Builder) or similar

### **Join Us**

**If you share our passion to make a difference for the most important issues in our world today, we would love to hear from you!**

**To apply, please submit your brief resume (max. 3 pages) and cover letter addressing your fit for this role to [peopleandculture@od.org.au](mailto:peopleandculture@od.org.au)**

**Applications to be received by close of business on Friday 8th July 2022.**