



Position Announcement

Data Analytics Coordinator

About Second Harvest of Silicon Valley

Looking for mission-driven work? Second Harvest of Silicon Valley is one of the largest food banks in the nation, providing food to more than a quarter of a million people every month, half of whom are children and seniors. Despite the immense wealth in Silicon Valley, hunger and malnutrition are pervasive. Second Harvest is a trusted community-based organization that has been serving Santa Clara and San Mateo counties since 1974 by distributing nutritious food through a network of 300 nonprofit partners at over 1,000 sites. As a leader in the food banking industry, Second Harvest distributes more fresh produce than any other food bank in the country, advocates for anti-hunger policies and connects those in need to federal nutrition programs and other food resources. To learn more about how Second Harvest is building a hunger-free community, visit shfb.org.

Purpose of the position

This position is responsible for coordinating data for online and offline direct response, stewardship pieces, and event invitations, working in collaboration with the Major Gifts team, Volunteer Services team, and outside vendors. The Data Analytics Coordinator works closely with these teams to evaluate and increase efficiency, effectiveness and revenue of fundraising and stewardship efforts. The Data Analytics Coordinator will also assist in keeping the Development and Marketing content calendar current and accurate.

Duties and responsibilities

Email and mail campaigns:

- Work with Major Gifts and Volunteer Services teams to standardize list pulls and customize as needed
- Create and manage appeal codes for each mailing
- Update mailing queries to current specifications, export for review with requestor
- Finalize lists with vendors and/or requestors
- Create and upload email list and link to specified email
- Download all confirmed sent emails and import appeals onto donor and/or volunteer records
- Create direct response reports to evaluate effectiveness of pieces. Provide narrative for the reports.
- Design, conduct and evaluate A/B tests as necessary
- Maintain appeal-based dashboards for analysis

Leadership and collaboration:

- Collaborate with and cross-train with the Data Analytics Coordinator that supports the Annual Fund team
- Participate in planning sessions providing subject matter expertise and insight
- Assist in the transition to Salesforce



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Minimum qualifications

- At least three years of experience with CRM technology. Familiarity with Raiser's Edge, Salesforce and Tableau preferred.
- Ability to create reports and evaluate results
- Understanding of basic fundraising and donor stewardship principles. Experience working in a development office preferred.
- Proven experience building relationships with a diverse group of internal and external constituents
- Ability to work with outside vendors, donors and volunteers
- Demonstrated ability to organize, plan and carry out activities independently to meet specific timelines and goals
- Ability to make frequent changes of routine and pace of activity due to unpredictable demands without loss of efficiency or composure
- Possess a passion for the advancement of the agency's mission
- Ability to work flexible hours, including evenings and weekends as needed

Reports to:	Director of Data Analytics
Location:	Second Harvest of Silicon Valley, Cypress Center 4001 N. First Street, San Jose, CA 95134
Compensation:	Full-Time. Competitive salary commensurate with experience. Generous health benefits program, Flexible Time Off, ten paid holidays, and excellent retirement plan.

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We are an equal opportunity employer and encourage applications from diverse and under-represented groups.