

Job Position: Data Analysis & Segmentation Specialist

(เจ้าหน้าที่วิเคราะห์ข้อมูลและจำแนกกลุ่มเป้าหมายทางการตลาด)

World Vision Foundation of Thailand is a Christian humanitarian, development and advocacy organization devoted to improving the lives of children, their families and communities by tackling the root causes of poverty. With nearly 50 years of experience in the country, we help all people regardless of race, gender, and religion. Come join our team in Thailand, be part of our 40,000+ staff working in over 90 countries and share the joy of transforming vulnerable children's life stories!

Learn more about our work at worldvision.or.th

PURPOSE OF POSITION

This role manages the organization's database for sponsors and donors and will provide assistance to RD team in driving strategic decision-making processes to maximize impact to sponsors and donors. Analyse target groups to help teams design products and plan marketing and fundraising activities tailored to each group. Keep the database updated regularly. Create easy-to-understand reports on fundraising performance and cost-effectiveness of marketing efforts. Use these reports to improve fundraising and marketing strategies.

MAJOR RESPONSIBILITIES

Organise and manage crucial information pertaining to sponsors and donors for strategic marketing and fundraising planning (60%):

- **Streamlined Database:** Achieve systematic categorization of sponsors and donors' information, resulting in a streamlined and organized database structure.
- **Clear Target Group Definitions:** Establish effective segmentation strategies, providing clear and easily accessible definitions for each target group. This clarity facilitates strategic planning and targeted outreach efforts.
- **Updated Database:** Ensure the database maintains accuracy and currency through regular updates, guaranteeing the integrity of the data and reflecting the most current information available.
- **Stakeholder Satisfaction:** Skilfully handle data requests from stakeholders, ensuring adherence to specific requirements and prompt handling of information, leading to stakeholder satisfaction.
- **Efficient Data Retrieval:** Demonstrate agility in data retrieval processes, emphasizing effectiveness and punctuality in responding to requests. Deliver

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accurate and relevant information within designated timeframes, enhancing operational efficiency.

Conduct in-depth analysis of sponsors, donors, and partner data, evaluating donation behaviour and identifying potential trends. Utilize insights to develop strategic marketing and fundraising plans. Compile and present income, sponsor, and donor information through reports, dashboards, or utilize it in data cleansing processes (20%):

- Quarterly analysis of donations and donors data done and presented to management to make strategic plans
- Ensure campaign analysis are done and presented to the right stakeholders so that they can make decisions about new marketing and fundraising campaigns
- Dashboards created and updated promptly.
- Identify and flag potential errors in data processes, proactively passing them to relevant departments for further data refinement.
- Create reports that relevant teams can extract on their own to do their own analysis whenever needed

Establish seamless integrations between various systems to facilitate the accurate flow of data between Customer Relationship Management (CRM) platforms and marketing systems (20%):

- **Seamless Data Flow:** Achieve a seamless exchange of accurate data between CRM and marketing systems.
- **Improved Efficiency:** Enhance operational efficiency by eliminating manual data entry, export and import of data, and reducing errors associated with data transfer.
- **Streamlined Processes:** Streamline workflow processes by automating data synchronization tasks between systems.
- **Enhanced Customer Experience:** Provide a cohesive and personalized experience for customers by ensuring consistent and accurate data across all touchpoints.

QUALIFICATIONS FOR THE ROLE & REQUIRED KNOWLEDGE & PROFESSIONAL EXPERIENCES

1. Bachelor's degree (From computer, statistic, or database related faculties or department/Any related master's degree is a plus.

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2. Knowledgeable in SQL / MS SQL Server / Power BI (DAX) / Google Data Studio / Crystal Report / Google Analytics.
3. Efficient in Microsoft Office, especially Excel (advance).
4. Be able to develop Reporting Service.

REQUIRED SKILLS

1. Database management skill.
2. Data segmentation & analysis skill.
3. Application development skill.
4. System Thinking and Analytical Thinking.
5. Coordination and communication skill.

หากท่านมีความสนใจสมัครงานกรุณาส่งประวัติของท่านมาที่

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สอบถามข้อมูลเพิ่มเติมได้ที่: 02-022-9200 Ext. 153 ฝ่ายบุคคล

As a child-focused organisation, World Vision Foundation of Thailand is committed to the safeguarding of children, therefore any offer of employment is conditional upon the successful completion of applicable background checks, including a criminal records check.

By submitting your application, you understand and accept that World Vision Foundation of Thailand will process the data you provide for the purposes of your application and in accordance with the World Vision Foundation of Thailand - Job Applicant Privacy Notice.