



Employee Job Description

Position title:	Market Intelligence & Business Analyst
Reports to:	Manager of Development and Communications
Hours of Work:	40 hours per week
Date reviewed:	June 30, 2023

Position Overview

About us

Join our dynamic and expanding team at the Prostate Cancer Centre (PCC), a Calgary-based non-profit organization dedicated to providing comprehensive support to individuals and families facing prostate cancer in Alberta. Our mission is to create better outcomes by focusing on early detection, rapid access to care, psychosocial services, and leading-edge research in prostate cancer.

Located at the Rockyview General Hospital (RGH) within the Southern Alberta Institute of Urology (SAIU) building, the PCC offers streamlined healthcare programs through collaboration with urologists, nurses, researchers, and diagnostic services. We are committed to delivering an exceptional patient experience and achieving optimal outcomes.

As the Market Intelligence & Business Analyst, you will report to the Manager of Development and Communications. Your role will involve overseeing the organization's donor database and related applications and services, ensuring system and data security, improving processes, and providing comprehensive reporting on fundraising prospects, activities, and outcomes. In addition, you will extend your responsibilities to offer business analytics reporting, collecting outcome data from different departments to report back to donors and sponsors on the committed use of their funds. This reporting will also include business metrics to assess the organization's progress in meeting operational and business targets.

You will collaborate with various departments on technical and data-related projects, conduct user training, and stay updated on program enhancements. Working closely with fundraisers, volunteers, and stakeholders, you will bring an analytical and proactive approach to identifying, researching, evaluating, and providing analyses, assessments, and recommendations on prospective donors and sponsors. Your expertise will help determine their capacity, inclination, and interest in supporting the Prostate Cancer Centre in alignment with fundraising priorities. By providing informed insights, you will enable fundraisers to engage, cultivate, and solicit gifts from prospects, ensuring a strong base of future giving support for the Centre.

As the in-house prospect analytics resource, you will identify innovative ways to identify, qualify, and segment large groups of donors and prospects. Additionally, you will conduct industry and economic research to inform the fundraising and business strategy of the foundation, contributing to its long-term success.



Join us in making a meaningful impact on the lives of those affected by prostate cancer and in delivering transparent reporting on the effective utilization of resources to our valued donors and sponsors.

Responsibilities		
<i>Core Function</i>	<i>Time Requirement</i>	<i>Tasks</i>
Prospect & Market Intelligence	40%	<ul style="list-style-type: none"> Utilize a range of techniques to identify, gather, assess, analyze, organize, package, and disseminate publicly available information on prospects. Evaluate the financial capacity, philanthropic interests, and affinity of individual, corporate, and foundation prospects to maximize their value and facilitate accurate and informed decision-making. Identify important connections and provide strategic recommendations for cultivating and sustaining relationships. Create comprehensive profiles and documents for strategy discussions, meetings, and events. Conduct thorough information mining and analysis, and monitor media sources for relevant and timely information to share with fundraisers. Collaborate with the Fundraising and MAN VAN™ teams to identify prospects that align with priority funding areas Collaborate with the MAN VAN™ booking team to develop lists of community clinic targets by conducting research on local community events, identifying potential collaborators to host the clinics, and identifying of vulnerable communities in need. Ensure accurate recording of prospect research and pipeline management data in the Donorperfect fundraising database.
Analytics and prospects reporting	40%	<ul style="list-style-type: none"> Working collaboratively with other departments to develop and execute reporting structures of current and future delivery of programs. Prepare detailed marketing activity reports and evaluate (website analytics, earned media) Develop a business strategy that supports, enables, and tracks fundraising goals and key performance indicators. Analyze data to ensure accuracy, data quality, and recommend process changes if required. Support data and report requests, including but not limited to segmented direct mail lists, eblast lists, donor recognition, invitation lists, MAN VAN Clinic metrics and quarterly board reporting.



		<ul style="list-style-type: none">• Track and analyze patient metrics on our mobile health units, the MAN VAN™• Monthly and ad hoc report development to track the effectiveness of the fund development and MAN VAN™ teams.• Collaborate with internal teams and other end users to create, implement, and document functional best practices for reporting, and analytics; understand user needs and provide the tools to access data on demand.• Creates audit procedures for the database, to ensure data integrity and accurate reporting and analytics.• Prepare reports by collecting, analyzing, and summarizing the data.• Actively collaborates with the Manager of Development & Communications and internal team on the fundraising strategy.
Fund Development & Database Administration	10%	<ul style="list-style-type: none">• May be asked to assist in the executing of fundraising campaigns and events.• Work with Fund Development team to support communication activities and account management.• Understands how to enter, verify, code, reconcile and balance all gift data in accordance with CRA guidelines, to provide support to the gift administration team.• Updates donor database with changes to donor contact details, new activities and other donor engagement details• Provide support for data pulls, custom reports, and analytics of past and current donors• Collaborate and train internal teams to ensure new or imported data and updates are accurately uploaded to DonorPerfect and other systems.• Provide an organization-wide source of expertise on DonorPerfect to support donor data and ensure users have the best possible information for effective decision making and accessing data.• Create and implement a user training program and documentation.
Communication	5%	<ul style="list-style-type: none">• Creates and interprets a variety of reports.• Analyzes questionnaires and other forms of feedback.• Proactively monitor and provide support to staff on marketing-related materials and components at PCC.



Other	5%	<ul style="list-style-type: none"> • Contribute to the development of long-term strategic goals for SAIU and PCC. • Understands PCC, the non-profit sector, and brand management. • Performs other duties, as required. • Annually attend a RAC 2 information session • Completes general office duties as assigned. • Participate in team building and fundraising events
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Qualifications	
Education:	<ul style="list-style-type: none"> • Bachelor's degree in business administration, related field or equivalent preferred.
Experience:	<ul style="list-style-type: none"> • Three (3) to five (5) years' experience in gift processing and database management including designing reports, analysis, and queries. • Three (3) to five (5) years' of experience in prospect research and pipeline management, or in a research and analytical role. • Experience in a non-profit setting is considered an asset
Knowledge & Skills:	<ul style="list-style-type: none"> • Demonstrated experience in providing analysis and prospect strategies in partnership with fundraisers and volunteers. • Working knowledge of prospect research and moves management protocols. • Demonstrated experience with the implementation and management of data analytics techniques related to pipeline development. • Demonstrated ability to design relevant reporting mechanisms for prospect and pipeline management. • Superior communication and presentation skills. • Demonstrated professionalism in handling highly sensitive and confidential information ethically and with discretion. • A high level of attention to detail is required. • Self-motivated with a positive and professional approach to management • Must possess the ability to work effectively within a team and independently. • Strong understanding of Canada Revenue Agency tax receipting rules and guidelines. • Advanced skills with DonorPerfect or similar fundraising software. • Strong proficiency with Microsoft Office Suite and Crystal Reports. • Superior organizational skills and time management skills, with the ability to handle multiple deliverables in a time-sensitive environment and adapt to frequently changing priorities. • Excellent verbal and written communication skills, with the ability to effectively present and clarify concerns and concepts to various audiences.



	<ul style="list-style-type: none">• Strong interpersonal skills and proven ability to build and maintain positive working relationships and work in a team- based environment.• Effective problem solver with initiative to be innovative and creative with solutions.• Ability to maintain confidentiality with donor information and data integrity.
Working Conditions:	<ul style="list-style-type: none">• Meaningful work making a difference in the lives of cancer patients.• Open office environment shared with other staff members.• Sitting for long periods of time• Able to work in a dynamic fluid environment.• Potential to work off-site at events in varying weather conditions.• Focus on work-life balance & mental wellness
Occupational Health & Safety:	<ul style="list-style-type: none">• Protecting their own and others' health and safety at or in the vicinity of the work site• Co-operating with their employer or supervisor by following health and safety rules for the job.• Using all hazard controls and wearing personal protective equipment designated or provided by the employer.• Refraining from causing or participating in harassment and violence• Reporting health and safety concerns and conditions to their employer or supervisor• Co-operating with any person exercising a duty under the occupational health and safety legislation.• Complying with the occupational health and safety legislation

Please send all inquires to dan@upwardlycareers.com