



Position Description

Director of Data & Analytics **January 2022**

Are you passionate about working with socially progressive nonprofits? Then join our team!

O'Brien Garrett is an award-winning direct response fundraising agency looking for an experienced data professional to play an essential role in the success of our clients' engagement programs. The Director will be responsible for leading data, analysis, and strategy projects in collaboration with our client teams. An ideal candidate is passionate about leading teams to produce impactful insights and delivering results that meet the highest quality standards.

O'Brien Garrett is a collaborative team environment that encourages professional growth. You'll work side-by-side with a talented group of professionals committed to helping forward-thinking organizations realize their fullest potential. Headquartered in Washington DC, we also have a New Orleans office located in the Bywater as well as remote staff nationwide.

Essential Functions

As the Vice Director of Data & Analytics, you will:

- Manage the team of data specialists who work in collaboration with Account Services to define, segment and request data from our client's hosted database providers.
- Identify data best practices by client, using these learnings to provide accurate mail planning and reporting.
- Work to standardize processes across clients within reason to better manage workflows and minimize software customizations.
- Develop project plans, data needs requirements, and deliverable dates in conjunction with project stakeholders.
- Stay abreast of industry trends in database usage, segmentation, and reporting.
- Track, manage, and deliver analytics requests from clients and internal staff.
 - Monthly KPIs
 - Monthly Custom Reports by donor/gift groupings
- Work closely with VP of Client Services to ensure client data needs are met.
- Work closely with the VP of Client Strategy to ensure client analytics needs are met.

- Establish and maintain relationships with database company contacts to better manage workflows and future proof processes and procedures.
- Ensure the quality of deliverables to clients, spanning methodologies, accuracy, insight, and written/presentation excellence.
- Partner with teams as necessary to develop analytical tools/reports/presentations.
- Train and continually educate staff on data processes, QC, best practices, and new tools.
- Train staff on software and analytical tools.
- Attend client meetings as appropriate.

Candidate Attributes

The successful candidate will have some combination of the following attributes:

- 5+ years of relevant data experience in direct marketing, communications or related fields
- Technologically savvy with working knowledge of Microsoft Office suite, Slack, Asana, and/or other project management software.
- Experience managing staff, developing teams, and promoting a positive work experience
- Ability to manage multiple projects independently and willingness to pitch in when help is needed

To Apply

Please submit a detailed cover letter, your resume, and the contact information for three references as one PDF to jobs@obriengarrett.com using “Director of Data & Analytics” with your name as the subject of your email (e.g., Director of Data & Analytics – Jane Doe).

Our client work often focuses on policies that impact the most marginalized people in society — including people of color, people from disadvantaged communities, women, and LGBTQ people. We believe that these communities must be centered in the work we do. Hence, we strongly encourage applications from people with these identities or who are members of other marginalized communities.

O’Brien Garrett offers competitive salaries and a comprehensive benefits package including health benefits, flexible schedules, paid time off, 13 paid holidays, transportation stipend, and 401(k). We are open to remote candidates.