

POSITION

Data Manager

POSITION FUNCTION/OVERVIEW:

The Data Manager is a member of the Marketing and Stakeholder Education committee, which handles the marketing of the GPC exam and credential. This committee also works to educate employers, non-profits, and other organizations about the benefits of having a GPC on staff, or using a GPC, to handle their grant needs.

RESPONSIBILITIES:

The Data Manager helps to maintain GPCI's contact list (about 10,000 email addresses) and gathers information using online survey tools.

Regular tasks include:

- Update and manage prospects, GPCs and other email audiences (current and prospective GPC Ambassadors, volunteers, Approved Education Program providers, donors, sponsors, etc.)
- Upload marketing leads into MailChimp on a regular basis (usually bimonthly)
- Monitor email bouncebacks and update / archive old contacts
- Set up tags in MailChimp in order to segment the prospect audience
- Report on metrics including growth of audiences over time and open/click-through rates
- Update key surveys in SurveyMonkey with information provided by volunteer leads in these areas.
 - Eligibility quiz
 - Volunteer surveys (interest & demographics)
 - Board feedback
 - Other surveys as needed
- Help committee chairs access the survey results.
- report on survey metrics.

To help ensure the coherence of GPCI's communications, the Data Manager attends monthly marketing committee meetings.

QUALIFICATIONS:

- Experience or interest in marketing and communications
- No previous experience with the MailChimp or SurveyMonkey programs is required; volunteer will be provided 1-2 hours of training and orientation
- Confidence in working with large amounts of data
- Ability to work as part of a team
- Ability to understand and comply with ethical standards and confidentiality requirements

TIME COMMITMENT:

4 hours per month

DRAFT 3-9-2023