



Position description

Position title:	Data Lead
Reports to:	Senior Manager Operations
SCHADS award role classification:	Level 5

About the role

The Data Lead is responsible for the integrity, effective use and continuous improvement of ABA's CRM data, reporting and related data processes. The role supports the organisation to use member, volunteer, donor, and prospect information accurately, safely and meaningfully across service delivery, communications, reporting and decision-making.

The role includes CRM data management, reporting and analytics, segmentation, automated communications, data quality, user support, troubleshooting, documentation, process improvement and coordination with related vendors. The Data Lead is expected to be a trusted internal expert who can translate operational needs into workable data and system solutions, while helping staff and volunteers use ABA's CRM and related tools well.

Key responsibilities

Data quality and integrity	ABA maintains accurate, reliable and trusted information across member, volunteer, donor, prospect records. Data quality issues are identified early, resolved efficiently and prevented where possible through effective processes and governance. Organisational data is managed responsibly, securely and consistently with privacy obligations, organisational policies and community expectations. Data governance practices support confidence in the accuracy, integrity and appropriate use of information across ABA.
Reporting and organisational insight	Decision-makers have access to timely, meaningful and reliable information that supports operational, strategic and financial decision-making. Reporting continuously evolves to meet changing organisational needs and improve understanding of organisational performance.
Communications data and audience management	Communication audiences are accurately maintained and effectively segmented, supporting relevant, compliant and targeted engagement with members, volunteers, donors, supporters and customers. Communication preferences and privacy obligations are consistently upheld.
CRM capability and continuous improvement	ABA's CRM capability continues to mature and evolve, supporting organisational efficiency, improved user experience and reduced administrative burden. Opportunities to improve systems, workflows and automation are identified, evaluated and implemented where appropriate.

Operational systems support	Staff and volunteers are able to confidently and effectively use CRM-related systems, data and processes to perform their roles. Issues are resolved in a timely manner, recurring challenges are addressed through sustainable solutions. Organisational reliance on manual workarounds is progressively reduced. Organisational knowledge is retained through clear documentation, training and shared understanding. System capability continues to strengthen through improved processes, resources and user confidence.
Data-enabled service delivery	CRM data, workflows and supporting processes enable efficient delivery of services across membership, volunteering, fundraising, communications, training and operations. Systems effectively support the needs of stakeholders.
Vendor and stakeholder coordination	Organisational requirements are effectively translated into technical solutions through productive relationships with vendors, volunteers, and staff. CRM related projects, enhancements and issues are progressed in a structured and informed manner that aligns with organisational priorities.
Stakeholder communication	Internal • Senior Manager Operations • Senior management team • Operations team • Growth and Engagement team • Helpline Services and Volunteer Support team • Learning and Innovation team • Finance team • Branch staff • ABA national volunteer position holders External • CRM developers • Email, SMS or communication platform providers • Reporting, dashboard or analytics support providers • Other vendors or consultants involved in CRM, data or related workflow improvements
Other organisational responsibilities	• Adhere to the Australian Breastfeeding Association's policy framework • Take responsibility for reaching key performance indicators, develop and share best practice ideas, and assist and support other team members to reach their individual and team goals where applicable • Participate in reporting activities as required • Various projects and initiatives as needed to achieve organisational goals and objectives • Work as a cooperative team member and contribute to a motivating environment • Participate in staff review and development programs

Success profile

Qualifications	Required - Relevant tertiary qualification and/or equivalent industry experience in data management, CRM administration, information systems, business analysis, reporting, digital systems or a related field. Highly desired - Training or certification in CRM administration, data analytics, reporting, business analysis, or data governance.
Experience	Required - Demonstrated experience managing CRM data, data quality, segmentation, reporting or business data processes. - Experience providing practical support to users of CRM, database, reporting or digital systems. - Experience investigating data or system issues and working with technical stakeholders to resolve them. - Experience developing reports, data extracts, dashboards or regular reporting processes. - Experience documenting processes and supporting users to follow them. Highly desired - Experience with CiviCRM - Familiarity with Drupal CMS - Experience with Power BI or similar reporting tools. - Experience with email platforms, automated communications, mailing lists, segmentation or customer journey workflows. - Experience working with external developers, vendors or technical partners. - Experience in a not-for-profit, membership, volunteer-based or service delivery organisation.
Knowledge	Required - Strong understanding of CRM data management and data quality principles. - Understanding of reporting, segmentation and the practical use of data for decision-making. - Knowledge of privacy, consent, communication preferences and responsible data handling. - Understanding of how CRM systems connect with organisational processes such as membership, donations, events, communications and volunteer management. - Understanding of how to translate business needs into clear data, reporting or system requirements. Highly desired - Knowledge of CRM-linked email systems, deliverability issues, unsubscribe processes and communication preference management. - Knowledge of website/CRM integrations, online forms, payment workflows or digital customer journeys. - Knowledge of Power BI, Excel reporting, data models or similar reporting tools.
Skills	Required High attention to detail and strong commitment to data accuracy.



	• Strong analytical and problem-solving skills. • Ability to investigate complex issues, identify patterns and recommend practical solutions. • Strong Excel skills. • Ability to communicate clearly with both technical and non-technical stakeholders. • Ability to manage competing priorities and respond appropriately to urgent operational issues. • Collaborative working style and ability to support staff and volunteers with patience and clarity. • Sound judgement in handling sensitive, personal or confidential information. Highly desired • Ability to build or refine CRM workflows, smart groups, saved searches, reports or automated communications. • Ability to test system changes and document outcomes. • Confidence coordinating work with vendors, developers or technical partners. • Curiosity, initiative and interest in improving how data and systems support organisational outcomes.
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It should be noted that position descriptions may be reviewed and changed at any time.

Revision history

Revision	Date	Description of modifications
V1	July 2026	Developed from previous role, CRM Lead