

Avaaz position description: Online Strategy Analyst

Avaaz is seeking an Online Strategy Analyst to drive the process of continually improving our performance through understanding the data.

Avaaz background

Avaaz is an international campaigning organisation with a simple democratic mission: to close the gap between the world we have, and the world most people everywhere want. Avaaz (the name means "voice" or "song" in many languages) works on issues ranging from climate change and environmental protections to human rights, conflict, poverty, and democracy, using online campaigns to instantly mobilize people everywhere to confront injustice anywhere.

The organisation has enjoyed a meteoric rise since launching in 2007, reaching 9 million members and climbing fast. Avaaz members have taken over 40 million actions, told over 60 million friends about Avaaz campaigns, donated more than \$19 million online, and organised 10,000 rallies and events in every country of the world. Operating in 16 languages with a staff of 40, Avaaz is 100% member-funded.

Our campaigns have garnered coverage in most of the world's media outlets, have changed major decisions by governments including Brazil, Japan, and Canada, shifted the policies of major corporations; and saved thousands of lives in natural disasters. The Times of London calls Avaaz "one of the most important new voices on the global stage."

We've just scratched the surface of what's possible. As Avaaz enters its fifth year, it is poised for achieving dramatic growth in both scale and the scope of its work and diversification of its strategies and tactics for achieving positive change.

Job description

Avaaz constantly seeks to do a better job by understanding what we're doing that's working and what isn't. The Online Strategy Analyst's job is to make sure that understanding is based on scientific measurement rather than best guesses. The job is to understand Avaaz's campaigning style and organizational goals, and put the right dials and gauges on our mental dashboard so that managers see and learn from our results.

Many times campaigners or other staff will suggest things to test; the Online Strategy Analyst will make sure those tests are done in way that yields statistically valid results.

Other times the Online Strategy Analyst will propose tests directly, or derive insights into best practices from analyzing existing data.

This encompasses our webpages, email streams, online advertising and social media – all the ways in which we interact with our members and the public online.

Specific Job Tasks:

- work with campaign staff and technical staff to design experiments which reveal best practices for generating email opens, clicks, website conversions, and donations
- analyze, summarize and present experiment conclusions in a manner accessible to non-technical decisionmakers
- monitor and improve the quality of our data hygiene

The Online Strategy Analyst directly reports to the Online Director

Qualifications

- Experience working with web traffic data and/or email MTA logs
- Facility with unix commandline tools and Perl/Java/other programming approaches for manipulating large text-based datasets
- Strong MS Excel skills
- Strong SQL query-writing skills
- BS in programming, computer science, mathematics, statistics or related field
- Familiarity with statistical or data analytics tools like R, SPSS, JMP a plus
- An investigative mindset, eager to develop valid experiments to answer new questions
- Firm grasp of the concepts and techniques of developing predictive data models

Location

Avaaz is a global organization, with most staff working collaboratively in a "virtual office" environment from four continents; staff can reside wherever they wish. The team also meets for week-long retreats twice per year in different locations around the world.

Compensation and Benefits

Salary varies with location and experience, but is highly competitive with leading non-governmental organizations.

To Apply

If interested, please send your CV and a brief note to matt+jobapps@avaaz.org.