

9-8-8 call or text

National Suicide Crisis Helpline

310-6789

BC Mental Health & Crisis Response

Job title: Volunteer Data Analyst

Reports to: Coordinator, Communications

Location: Remote, but you must have the ability to come to our office in Vancouver, BC for onboarding and account setup.

About Us

The Crisis Centre of BC is dedicated to providing help and hope to individuals, organizations, and communities. Spanning the spectrum of crisis support, suicide prevention, and postvention, we engage staff and volunteers in a variety of services and programs that educate, train, and support the strength and capacity of individuals and communities.

About the Role

As a Volunteer Data Analyst, you will play a vital role in helping us understand and optimize our communications activities, so that we can effectively reach an audience who will benefit from our training programs and crisis services. We are looking for someone who is able to audit and optimize our data analytics and make recommendations based upon the existing data we record. In return, you will gain valuable and wide-ranging experience working with a passionate and dedicated small team including the Coordinator, Communications, Director, Communications & Development, and the Program Director, Community Learning and Education.

Responsibilities:

- **Google Analytics and Tag Manager Audit and Monitoring:** Conduct an audit of our Google Analytics and Tag Manager setup and data collection processes to ensure accurate and reliable tracking of key metrics and conversions.
- **Google Ads Optimization and Analysis:** Assist in analyzing the performance of our Google Ads (Ad Grant and paid) campaigns, identifying areas for optimization to improve reach and impact.
- **Fundraising and Communications Campaign Analysis:** Analyze data from fundraising and communications campaigns to evaluate their effectiveness and identify opportunities for improvement.
- **Reporting and Visualization:** Help create clear and concise reports and visualizations (e.g., charts, graphs) to communicate data insights to leadership.

- **Search Engine Optimization (SEO) Analysis:** Assist in analyzing website data to identify opportunities for SEO improvements.

You have:

- Strong analytical and problem-solving skills.
- Familiarity with data analysis concepts and techniques.
- Familiarity with Google Analytics, Google Tag Manager, Google Search Console, and Google Ads (Ad Grants / Google for Nonprofits experience is a major plus)
- Familiarity with Wordpress websites.
- Experience with spreadsheet software (Google Sheets) and ability to use Google Drive.
- Ability to interpret data and communicate findings effectively.
- Attention to detail and a commitment to data accuracy.
- A passion for the mission and values of the Crisis Centre of BC.
- Familiarity with SEO principles and website optimization is a plus!
- A Gmail account will be required.

Benefits:

- An opportunity to make a meaningful impact on individuals and communities and enhance the centre's reach.
- Gain valuable experience in data analysis, digital marketing analytics, and website optimization within a non-profit setting.
- Develop your data analysis skills and build your portfolio.
- Work collaboratively with a dedicated and passionate team.

Commitment: We are looking for someone who can commit a few hours per month to support our data analysis needs. The specific time commitment can be discussed.

To Apply: Please submit a resume and cover letter outlining your relevant experience and interest to snewbery@crisiscentre.bc.ca.