One of the world’s largest libraries devoted to science, engineering, technology, and their histories, the Linda Hall Library was established in 1941, as the result of a bequest from Kansas City businessman Herbert Hall and his wife, Linda, who wished to establish a “free public library for the use of the people of Kansas City and the public generally.”

The Library’s first board of trustees decided to collect materials related to science, engineering, and technology. Today, the Library pursues a two-fold mission. In addition to serving as an international destination for advanced research exploring these subjects and their histories, the Library serves as a public forum for discussion of the social impact of science, engineering, and technology.

The Library has recently adopted a new strategic plan that will result in a transformed organization with significant local, national, and international reach and recognition. The plan contemplates deep change in all aspects of the Library. This includes restructuring and reorganizing staff, adding new programs and new formats to expand the Library’s audiences, and collaborating with other organizations to develop engaging programs and promote economic activity and community well-being. Meeting these goals will require significantly expanded development and communication efforts. The Library is consequently augmenting its development and communications departments to include a Data & Insights Analyst to leverage its new donor database and marketing automation tools to their fullest.

The Data & Insights Analyst is responsible for development and management of the CRM system and marketing automation to include the migration of these tools from pre-existing platforms, the integrity of the data, the development of processes and ongoing management, and training and reporting related to these marketing and development tools. This role will report to the Senior Vice President of Engagement with close working relationships with the Director of Development, the Manager of Strategic Partnerships, the Director of Communications, the Finance Office, and the Head of Information Technology.

The Data & Insights Analyst is responsible for development and management of the CRM system and marketing automation will, among other things:

- Absorb, understand, and commit to the Library’s strategic plan which highlights the central roles of a vigorous development program and communications strategy
- Work closely with communications, development, and programming departments to ensure a comprehensive approach to database management and marketing automation
- Work closely with IT and the Finance Office to ensure all necessary reporting, security, and records retention policies are adhered to
- Serve as lead donor database point of contact for development and communications
- Serve as the lead marketing automation technology point of contact to ensure the tools are leveraged to get the greatest return on investment
- Manage use of third-party software affiliated with donor database and marketing automation tools; help facilitate, as needed, Zoom webinars/meetings for virtual programming and Splash marketing platform integrations
- Maintain and execute gift processing responsibilities as outlined in the approval protocol guidelines related to third-party transactions and reporting through integrated software for finance
• Adhere to and support the execution of the evergreen communications practices for donor relations strategies as outlined in the departmental operating plan
• Maintain administrative functions of department aligned to the departmental operating plan for records retention and platform integrations
• Research and regularly recommend new and emerging best practices to leverage the automation functionalities of the acquired software applications
• Assist with donor segmentation strategies that will aid in more personalized solicitations and donor stewardship communication
• Regularly analyze annual giving data and perform required reporting data & insights dashboards as needed
• Collaborate with the Finance Office in assessing institutional needs and preparing relevant projections and budgets
• Build and produce reports, dashboards, workflows, and capacity audits as needed

Experience and Qualifications
• A bachelor’s degree is required, an advanced degree and/or technology certification is preferred; prior CRM database administration required
• At least 5 years of professional experience. Experience in a related field is preferred
• Experience with Salesforce, Neon, Pardot, and/or other CRMs and marketing automation tools required, Nonprofit Success Pack and marketing automation experience a plus
• Salesforce ADM 201 and ADM 211 certification preferred
• Advanced Microsoft Excel and BI analytics skills preferred
• Proven ability to design and implement new processes and facilitate user adoption
• Strong understanding of CRM best practices and functionality
• Ability to build custom reports, workflows, custom views, and other content of intermediate complexity within Salesforce
• Local candidates only; job relocation is not offered

To apply, submit resume with cover letter to:

personnel@lindahall.org, or

Linda Hall Library
Attn: Personnel
5109 Cherry Street
Kansas City, MO 64110

The Linda Hall Library is an Equal Opportunity Employer M/F/D/V.