

## **CRM Data Systems & Analytics Director**

**Hybrid (travel required)**

The American Parkinson Disease Association (APDA) seeks a dynamic, strategic, and results-driven **CRM Data Systems & Analytics Director** responsible for the operational leadership, analytical interpretation, and performance optimization of APDA's constituent relationship management systems. This role manages a day-to-day operation and evolution of APDA's CRM ecosystem while translating organizational data into actionable insights that support fundraising growth, marketing effectiveness, and constituent engagement.

The CRM Data Systems & Analytics Director ensures the integrity and functionality of APDA's data systems while also serving as a key analytical partner to Development leadership by identifying trends, interpreting fundraising performance data, and providing analysis that informs revenue strategy and organizational decision making. This is a full time, exempt, hybrid role (a blend of work from home and in-person) which requires travel nationwide, is ideally located in the Tri-State/NY Metro area to attend periodic department meetings, events and activities, and reports to the Vice President of Development who is based in the NY Metro area.

### **ABOUT APDA**

The American Parkinson Disease Association (APDA) is a nationwide grassroots network dedicated to fighting Parkinson's disease (PD) and works tirelessly to help the approximately one million with PD in the United States live life to the fullest in the face of this chronic, neurological disorder. Founded in 1961, APDA has raised and invested more than \$338 million to provide outstanding patient services and educational programs, elevate public awareness about the disease, and support research designed to unlock the mysteries of PD and ultimately put an end to this disease.

### **OUR CORE VALUES**

- **COMMITMENT:** Compassionately provide high quality service and support.
- **RESPECT:** Foster a diverse, equitable, inclusive, and accessible culture.
- **COLLABORATION:** Establish meaningful relationships to build strong, supportive communities.
- **INTEGRITY:** Act ethically with honesty, transparency, and accuracy.
- **ACCOUNTABILITY:** Responsibly steward our actions, outcomes, and resources.

### **KEY RESPONSIBILITIES**

#### CRM Systems Management & Optimization

- Manage and optimize APDA's CRM ecosystem, including RENXT, Luminate Online, Omatic, Bloomerang, and Constant Contact.
- Ensure system functionality, stability, and effective integration between platforms supporting fundraising, marketing, advocacy, programs, and finance.
- Collaborate with internal teams and external vendors on upgrades and improvements.
- Support the system strategies that align with organizational fundraising goals.

### Data Analysis & Strategic Insight

- Serve as lead analyst for APDA's fundraising and constituent data.
- Analyze donor behavior, retention campaign performance, and revenue pipelines to support data-driven decision making.
- Translate complex data into clear insights and recommendations for leadership.
- Prepare analytical reports and dashboards for Development leadership to support revenue planning and strategic initiatives.

### Cross Departmental Collaboration

- Work closely with Development, Marketing, Programs, Advocacy, Finance and Chapter teams to ensure data systems support operational needs.
- Provide guidance to staff on the effective use of CRM tools, reporting capabilities, and data interpretation.
- Support organizational adoption of CRM best practices and data-driven decision making.

### Training and Technical Assistance:

- Collaborate with APDA colleagues and vendors to train team members on data standards, data entry processes, Raiser's Edge reporting tools, and other Blackbaud applications.
- Develop and execute training, tools, and defined business rules to ensure users can successfully utilize constituent data platforms.
- As needed, conduct refresher training sessions to ensure staff understanding of database standards and applications.

### **POSITION REQUIREMENTS**

- Bachelor's degree required in one of the following: Data Analytics, Information Systems, Business Analytics, Nonprofit Management, or related field. Master's degree preferred.
- Minimum 7 years managing enterprise CRM systems. Must include RENXT or comparable nonprofit CRM, Managing integrations (email, marketing platforms, finance systems), data architecture, segmentation, and reporting structures.
- Minimum 5 years of experience analyzing nonprofit fundraising data, including donor behavior, campaign performance, and revenue trends.
- Demonstrated expertise interpreting complex data and translating findings into strategic insights that inform fundraising performance and organizational decision making.
- Strong proficiency in CRM reporting tools, data analysis platforms, and dashboard development.
- Experience with Blackbaud platforms, RENXT, Luminate Online, Omatic strongly preferred.

## **CORE COMPETENCIES**

- Strategic and entrepreneurial mindset, Relationship builder and strong communicator, Skilled negotiator and closer, Mission-driven, with sensitivity to healthcare and patient advocacy dynamics, Cross-functional collaborator.

## **WORKING CONDITIONS**

This is a remote position; however, travel is required. At least 25% travel, higher during peak event seasons, and irregular hours including evening or weekend meetings or events as needed. Ability to stand, sit, feel, crawl, bend, reach; occasional need to lift or move up to 25 pounds. Valid driver's license and ability to operate a motor vehicle in accordance with company policy.

## **COMPENSATION AND BENEFITS:**

Starting Salary Range: \$100,000-\$105,000. Annual salary based on background and experience.

APDA has an attractive benefits package including Medical, Dental, Vision, 401K, Life Insurance, Pension, HSA & FSA spending accounts available. Paid time off in addition to standard holidays.

APDA is an equal opportunity employer and is committed to workplace diversity.  
Candidates from diverse backgrounds are encouraged to apply.

Have we described a role that you have been seeking, along with a set of skills you possess?

If so, we'd like to hear from you!

**Please forward your cover letter, resume, and reference contact information to:  
Lauren\_booth@ajg.com**