Government of South Australia
Department of Treasury and Finance

Role Statement

Role title	Campaign Data Analyst	**Classification**	ASO5
Branch	Super SA	**Type of Appointment**	Ongoing
Section	Marketing & Member Engagement	**Position Number**	P62804
Approved by	Chief Executive, Super SA	**Date**	February 2026

Department of Treasury and Finance

The Department of Treasury and Finance is the lead agency for economic, digital and financial policy outcomes.

We play a vital role in providing financial services to the community and economic and fiscal policy advice as well as digital services to the Government of South Australia.

The Department of Treasury and Finance actively promotes flexible working arrangements and values diversity in the workplace.

Our Purpose

We are *the Government's trusted fiscal, economic, digital and policy advisor*.
We work to ensure *South Australia is a thriving, prosperous State now and in the future*.

Who we are

Talented, Clear Eyed and Curious	High Performing	Trusted Partner	Agile	Fulfilled and Fun
We are analytical, evidence based, innovative and creative.	We are known for achieving successful and timely outcomes.	We work better together. We lead, partner, and collaborate to help solve the big challenges.	We organise around opportunities critical to our state and are flexible in responding to challenges.	We take the work seriously and ourselves less so - we support each other in the pursuit of excellence and make Treasury a great place to work.

What we are known for

A world class Treasury and Finance.
A high performing agency that *seizes opportunities*, addresses the *big challenges*, and is a *destination employer* providing *rewarding careers*.

OFFICIAL

Super SA

For over 120 years, Super SA has been helping members secure their financial future. Super SA is a superannuation fund for South Australian government employees and is a branch of the Department of Treasury and Finance.

Super SA is dedicated to being the most trusted superannuation fund for current and former South Australian public servants. Super SA's long-term success is largely due to the talent and expertise of staff who strive to create an environment that is supportive, safe and secure. The work culture is positive and inclusive, making it a rewarding and enjoyable place to work.

What this role is responsible for

- Data Analysis: Gather, clean, analyse and interpret data related to delivered marketing campaigns, using tools like Google Analytics, data extracts from Super SA's data warehouse and Excel.
- Campaign Performance Evaluation: With limited direction, assess campaign effectiveness, identify areas for improvement, and track complex key metrics including click through, engagement, and conversion rates, offering expert advice on future improvements.
- Market Research: Conduct research on competitor strategies, market trends, and member behaviour to inform future campaign development.
- Insight Generation: Deliver data-driven insights coupled with learnt knowledge through previous experience to optimize marketing efforts, improve member engagement, identify target member segments that would benefit from engagement and increase Return of Investment (ROI) to Super SA of spend on campaigns.
- Collaboration: Work closely with the Marketing, Chief Strategy Officer and Product teams and other key stakeholders to translate insights into actionable recommendations and campaign plans.
- Reporting: Present findings to management and stakeholders, explaining complex data in a clear and concise manner, using tools such as Power BI focusing on Return on Investment (ROI) and other Board designated performance metrics.

Who this role reports to

- The Marketing Manager, Brand and Campaigns

Key Relationships/Stakeholders

- Works closely with internal stakeholders
- Liaises with all Super SA management and staff
- May manage some external service providers

Special Conditions

- Applicants will be required to undergo the appropriate and relevant employment screening assessment(s) required for this role in line with the department's Employment Screening Policy.
- This role requires:
  - ☒ National Police Check
  - ☒ General Employment Probity Check

☐ Working with Children Check
☐ Security Clearance (including Baseline, Negative Vetting Level 1 or Level 2, Positive Vetting)
☐ Other:

- Some out of hour's work may be required. Intrastate and interstate travel may be required.
- The incumbent will be required to participate in the Departmental Performance Management Program.
- The incumbent may be required to be assigned to other positions at the same remuneration level across the department.

Essential Expertise

- Minimum three years' experience in Marketing environments.
- Ability to work under limited direction
- Analytical Skills: Strong ability to analyse data, identify trends, and draw meaningful conclusions.
- Data Analysis Software: Proficiency in tools like Google Analytics, SQL, Power BI and Excel
- Communication Skills: Ability to effectively communicate findings and recommendations to both technical and non-technical audiences.
- Statistical Knowledge: Understanding of statistical concepts and techniques for data analysis.
- Market Research Skills: Ability to analyse market research and competitor strategies.
- Experience in mapping and optimizing customer journeys to enhance engagement and conversion rates.
- Understanding of financial products and services to analyse member behaviour and results effectively.
- Understanding of data privacy laws and best practices for handling customer data securely and ethically.
- Reporting: Ability to create reports that clearly articulate achieved results, analysis of trends and recommendations for future activity
- Demonstrated experience in the application of the relevant legislation, policies and procedures, including Code of Ethics, EEO and cultural inclusion.
- An understanding of the legislative requirements of the *Work Health and Safety Act 2012*.
- An understanding of and ability to work to the spirit and principles of AS ISO 31000:2018 Risk management – Guidelines.

Desirable Expertise

- Proven experience in a similar role, preferably within the financial services sector.
- Familiarity with key regulations affecting Superannuation / financial services marketing