Small Magic is seeking a Data and Systems Lead to build the data layer that makes our impact defensible: children served tracking, program and funder reporting, and the systems our growing team runs on.

KEY DETAILS

Reports to: Managing Director of Programs & Operations
Works closely with: Programs Directors, Managing Director of External Affairs, Operations Director

Location: Birmingham, AL
Schedule: Independent Contractor, part-time (~15-20 hours/week)

Compensation: $40-55/hour

WHO WE ARE

Small Magic is a Birmingham-based organization focused on one goal: ensuring children under five are ready for kindergarten and a life of opportunity. We work alongside families, providers, and civic leaders to strengthen the early learning ecosystem across our city through direct programming and broader systems-level work.

We are entering a defining chapter. With significant new public and private investments committed, Small Magic is scaling rapidly — expanding program capacity and the number of children and families we serve. To do that, we need the infrastructure to track, monitor, and report on our work.

You will own the data layer that makes our board story defensible: goal tracking, program-level reporting, and the systems that allow our organization to run.

WHAT YOU'LL DO

You will:

Unique Serve Goal Tracking (Phase 1)

- Design and implement a lightweight unique identifier system (initials + birthdate + zip as baseline and improve from there for how we track children in our serve goals)
- Establish cross-program deduplication logic
- Build the methodology that supports our 30% blended overlap assumption with actual data

Reporting Infrastructure (Phase 2)

- Define what data and dashboards we need based on business needs across Programs, Operations, & External Affairs
- Stand up program-level dashboards for MD Programs & Ops and both Program Directors to report on program performance across LENA, Once, and others
- Stand up funder-facing output templates and dashboards (children served, demographics, program reach) that can be pulled without manual assembly
- Stand up operational-level dashboards for goal tracking and budgets

Systems & Tools (Phase 3)

- Audit current data collection tools across all programs; identify what to consolidate, what to kill
- Recommend and implement a CRM or case management solution scaled to FY27–FY29 volume
- Assess Asana and Claude use and make recommendations on more efficient and optimized use for real felt impact across the organization and provide related trainings
- Identify where AI has an opportunity to be better integrated within the organization and build and pilot those systems, with appropriate training and change management

Team Support (Ongoing)

- Train the team on data entry protocols — once, cleanly, not repeatedly
- Be the first call when something breaks

WHO YOU ARE

We'll evaluate candidates for this role based on demonstrated strength in the areas below:

- You've built data infrastructure for a small-to-mid-size nonprofit or social sector organization before and you know the difference between what a funder wants to see and what a database can actually produce
- Comfortable being the only data person in the room
- Strong enough in Excel/Sheets to build something fast but also strong enough in a real tool (Salesforce, Apricot, Bonterra, Airtable — you tell us) to build something that lasts
- You ask "what decision does this data need to support?" before you build anything

While not requirements for application, competitive candidates will likely have:

- Experience living in or working with lower income communities
- Experience engaging with community-based organizations

WHAT ELSE YOU SHOULD KNOW

Research shows that women and people of color are less likely to apply to jobs unless they meet every single qualification. If you are excited about this role but your past experience doesn't align perfectly with every qualification in the job description, we strongly encourage you to apply anyway.

Small Magic is committed to building a team that reflects the diversity and strength of the community we serve. We encourage applications from people and communities most impacted by inequity. Employment decisions are made without regard to race, gender, sexual orientation, religion, age, disability, or any other protected characteristic.

HOW TO APPLY

Applications through the form located at smallmagic.org/careers are strongly preferred. If you don't have access to a Google account, you may send your application materials to operations@smallmagic.org.