



University Advancement, 900 University Avenue, 1156 Hinderaker Hall, Riverside, CA 92521

General Information

Job Description	BUS INTEL SPEC 3	Working Title	Assistant Director of Alumni Marketing Strategy and Analytics
Job Code	004959	Grade	23
Department Name	Alumni Engagement - D01187	Department Head	Jorge Ancona
Supervisor	Jorge Ancona	Effective Date	

Position(s) Directly Supervised

Job Code	Title	FTE
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Generic Scope

Experienced professional who knows how to apply theory and put it into practice with in-depth understanding of the professional field; independently performs the full range of responsibilities within the function; possesses broad job knowledge; analyzes problems/issues of diverse scope and determines solutions.

Custom Scope

Applies skills and experience as a seasoned business analytics professional to projects of medium size at all levels of complexity, or to portions of large, multidimensional projects.

Department Custom Scope

Campus presence required with hybrid accommodations. Under the direction of the Director of Alumni Marketing Strategy and Analytics, provides support in performing data analysis, developing metrics and reports, and providing insights to inform alumni engagement, marketing, and communication strategies and to optimize performance and outcomes. Part of a two-member team, the position supports data-driven decision-making for the Office of Alumni Engagement and the UCR Alumni Association, working closely and collaboratively with members of the University Relations team and colleagues in other parts of University Advancement. This position will support the implementation of technology solutions designed to aid data collection and data quality, as well as

new digital engagement platforms for UCR alumni communities. Other responsibilities include assisting in developing reports on alumni and volunteer demographics and working closely with colleagues working with the schools and colleges in capturing, tracking, and reporting alumni engagement and volunteer information. Please note the budgeted amount for this position is up to \$80,000.

Education & Experience Requirements

Education Requirements

Degree	Requirement
Bachelor's degree in related area and/or equivalent experience/training.	Required

Experience Requirements

Experience	Requirement
4 - 7 years of related experience.	Required

License Requirements

Certification Requirements

Certification	Requirement
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Educational Condition Requirements

Condition	Requirement
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Key Responsibilities

Description	% Time
<p>Performs predictive analysis and forecasting to provide information that supports organizational goals. Mines data to quantify relationships and identify issues warranting further analysis.</p> <ul style="list-style-type: none">Assists with data analytics for the Office of Alumni Engagement in coordination and collaboration with the Director and members of the University Relations team. Partners with colleagues working with the schools and colleges to identify analytical requirements based on alumni engagement objectives. Works with quantitative datasets from various sources and presents results for analysis. Applies data analytics to drive data-driven decisions around alumni engagement. Analyzes trends and patterns in data and brings meaning to the data with narrative and observations. Assists in creating and optimizing audience segmentation models that target specific audiences based on demographics, affinities, and behaviors.	25
<p>Consults with end users to gather and clarify data and reporting needs for complex business intelligence solutions and analytics. Writes queries, develops report templates, and dashboards.</p> <ul style="list-style-type: none">Maintains routine and ad hoc reports that are reliable, accurate, and cross-matched with other reports for consistency and clarity. Runs and modifies existing reports utilizing tools to gather and analyze data. Documents data analysis processes and makes sure data are maintained consistently. Works with the director to synthesize key findings and insights in reports and presentations for internal and external stakeholders. Uses software and tools to assist in the development of presentations and in the creation of data visualization, including tables and charts.	20
<p>Conducts industry benchmarking analysis and develops quantitative business cases. Presents recommendations to managers.</p>	15

Description	% Time
<ul style="list-style-type: none"> Maintains dashboards to advise on engagement progress and opportunities for improvement. Works closely with the schools and colleges to track alumni engagement and volunteerism and recommend actions to increase participation. Deploys surveys to gather timely data to assess alumni and volunteer behavior and sentiment. Conducts analysis of alumni and volunteer demographics. Assists with benchmarking analysis with peer institutions. 	
Supports the technical implementation of platform roadmap designed to improve the data quality and collection of alumni data in the University Advancement CRM, as well as new digital engagement tools for alumni communities. Includes quality assurance testing, developing documentation, and conducting end user training.	15
<p>Conducts on-going analyses of data sources and data sets. Identifies issues and collaborates on developing solutions to data management challenges.</p> <ul style="list-style-type: none"> Conducts quality checks on data and works with cross-functional teams in testing recommended solutions by validating data sets. 	10
<p>Participates in developing and/or delivering curriculum for end user training to ensure user competence, data access, and optimal performance of BI tools and processes.</p> <ul style="list-style-type: none"> Provides training on processes for requesting data pulls and reports. Works with the Alumni Engagement and University Relations teams on utilizing and interpreting data to inform strategy and decisions. Works with the schools and colleges in growing the number of inputs to make data sets more complete and robust. Identifies and analyzes errors and problems for end users, developing and applying functional solutions and/or conducting specific training as needed. 	10
Serves on internal committees and participates on cross-functional teams to solve business, process, service and/systems issues.	5

Knowledge, Skills & Abilities

Knowledge/Skill/Ability	Requirement
Thorough knowledge of relevant internal databases, BI applications and tools. Ability to produce high-quality reports and documentation.	Required
Thorough knowledge of business intelligence functions, analytics, industry standards and best practices.	Required
Proven ability to serve as a technical resource providing advice and counsel on business intelligence issues.	Required
Detail oriented, with ability to manage time and organize competing priorities.	Required
Strong interpersonal skills for effective collaboration with a broad range of professional and technical staff.	Required
Strong critical thinking and problem-solving skills to manage complex information, assess problems, and develop and effective solutions.	Required
Strong written and verbal communication skills with the ability to convey complex information in a clear, concise manner.	Required
Ability to work independently and as part of a team.	Preferred

Special Requirements & Conditions

Special Condition	Requirement
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Other Special Requirements & Conditions

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Level of Supervision Received

General Supervision

Environment

Working Environment

Campus presence required with hybrid accommodations.

Other Requirements

Items Used

- Standard Office Equipment
- Standard Office Equipment

Physical Requirements

- **Bend** : Occasionally
- **Sit** : Constantly
- **Squat** : Occasionally
- **Stand** : Constantly
- **Crawl** : N/A
- **Walk** : Frequently
- **Climb** : N/A

Mental Requirements

- **Read/Comprehend** : Constantly
- **Write** : Constantly
- **Perform Calculations** : Frequently
- **Communicate Orally** : Constantly

- **Reason & Analyze** : Frequently

Environmental Requirements

- **Is exposed to excessive noise** : No
- **Is around moving machinery** : No
- **Is exposed to marked changes in temperature and/or humidity** : No
- **Drives motorized equipment** : No
- **Works in confined quarters** : No
- **Dust** : No
- **Fumes** : No

Critical Position

Is Critical Position: Yes