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

General Information

Job Description	BUS INTEL SPEC 4	Working Title	Director of Alumni Marketing Strategy & Analytics
Job Code	006794	**Grade**	24
Department Name	Alumni Engagement - D01187	**Department Head**	Jorge Ancona
Supervisor	Jorge Ancona	**Effective Date**	

Position(s) Directly Supervised

Job Code	Title	FTE

Generic Scope

Technical leader with a high degree of knowledge in the overall field and recognized expertise in specific areas; problem-solving frequently requires analysis of unique issues/problems without precedent and/or structure. May manage programs that include formulating strategies and administering policies, processes, and resources; functions with a high degree of autonomy.

Custom Scope

Applies advanced knowledge of business intelligence practices to lead complex projects requiring advanced analytics to support operational efficiencies and strategic planning. Resolves highly complex problems requiring in-depth analysis of variable factors.

Department Custom Scope

Campus presence required with hybrid accommodations. Reporting to the Assistant Vice Chancellor for Alumni Engagement, the Director of Alumni Marketing Strategy and Analytics performs data analysis, develops metrics and reports, and provides actionable insights to inform alumni engagement, marketing and communication strategies and to optimize performance and outcomes. The position supports data-driven decision making for the UCR Alumni Association working closely and collaboratively with members of the University Relations and

University Advancement Constituent Management and Technology teams. The position will identify ways to better utilize technologies to enhance data collection within the University Advancement CRM and develop a platform roadmap to provide robust digital engagement experiences for alumni communities. Other responsibilities include developing reports on alumni and volunteer demographics and creating a suite of reports related to alumni engagement, volunteer, marketing, and communication activities. The individual also coordinates audience segmentation, market research, alumni surveys, and peer benchmark analysis. The position promotes a data-driven culture within the Office of Alumni Engagement to better personalize our communications and digital engagements with UCR alumni. Please note the budgeted amount for this position is up to $100,000.

Education & Experience Requirements

Education Requirements

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

Experience Requirements

Experience	Requirement
6 - 10 years of related experience.	Required

License Requirements

Certification Requirements

Certification	Requirement

Educational Condition Requirements

Condition	Requirement

Key Responsibilities

Description	% Time
Applies advanced skills to produce in-depth forecasts, advanced statistical quantitative analyses, complex reports, data sets, and recommendations to support and enhance business/clinical processes. Works on large projects with many data streams. • Leads the data analytics function for the Office of Alumni Engagement in coordination and collaboration with the University Relations team. Partners with colleagues to identify analytical requirements based on alumni engagement objectives. Utilizes multiple quantitative datasets from a variety of sources and interprets results using advance analytical techniques, including data mining, predicative analytics and statistical 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. Creates and optimizes audience segmentation models that enable the targeting of specific audiences based on demographics, affinities and behaviors.	25
Consults with department leaders and process owners to gather and clarify data and reporting requirements for highly-complex business intelligence solutions and analytics. • Develops and maintains routine and ad hoc reports that are reliable, accurate, and cross-matched with other reports for consistency and clarity. Creates new reports, runs and modifies existing reports utilizing tools to gather and analyze data. Documents data analysis processes and makes sure data are maintained consistently. Synthesizes key findings and insights in reports and presentations for internal and	20

Description	% Time
external stakeholders. Uses software and tools to develop presentations and create data visualization, including tables and charts.	
Conducts industry benchmarking analysis to identify best practices and client performance or capability gaps. Develops and presents quantitative business cases to managers and senior leaders. • Builds and maintains dashboards to advise on engagement progress an opportunities for improvement. Develops and deploys survey and research tools to gather timely data to assess alumni and volunteer behavior and sentiment. Conducts annual analysis of alumni and volunteer demographics. Conducts benchmarking analysis with peer institutions. Maintains knowledge of industry and participates in annual surveys to inform the profession.	15
Serves as University Advancement CRM leader in Office of Alumni Engagement, identifying ways to better utilize technologies to collect and improve alumni data. Develops a platform roadmap to deploy robust digital experiences to improve the alumni and volunteer engagement with UCR.	15
Supervise and provide guidance and direction to the Assistant Director, Alumni Marketing Strategy and Analytics. Will provide training, conduct performance evaluations and take corrective action as needed with employee.	10
Evaluates data sources for relevance, integrity and accuracy. Identifies issues and collaborates on solutions to data management challenges. • Creates quality checks on data and assists cross-functional teams in testing new solutions by validating data sets. Analyzes and troubleshoots highly-complex data errors and problems, designing, testing, and applying advanced functional solutions.	5
Participates in developing and/or delivering curriculum for advanced end user training to ensure competence, data access, data accuracy, and optimal performance of BI tools and processes.	5

Description	% Time
• Develops best practices and processes for requesting data pulls and reports. Coaches the Alumni Engagement and University Relations staff on utilizing data to inform strategy and decisions.	
Serves on committees and participates on cross-functional teams to solve complex business, process, service and/or systems issues. • Provides input on data policies, date definitions and data hygiene. Provides strategic recommendations on technology and tools that impact alumni engagement data and marketing metrics. Builds strong working relationships with University Advancement colleagues.	5

Knowledge, Skills & Abilities

Knowledge/Skill/Ability	Requirement
Advanced organizational and project management skills.	Required
Advanced knowledge and skill in internal databases, BI applications, tools, and systems.	Required
Advanced interpersonal skills for effective collaboration with managers, professional and technical staff.	Required
Advanced critical thinking and problem-solving skills to manage highly-complex information, assess problems, and develop effective solutions.	Required
In-depth knowledge of business intelligence functions, advanced analytics, industry standards and best practices.	Required
Advanced written and verbal communication skills with the ability to convey complex information in a clear, concise manner. Ability to produce and deliver presentations to diverse audiences.	Required
Ability to serve as an advanced technical leader providing advice, counsel, and analysis on business intelligence issues.	Required
Demonstrated statistical and quantitative analytical skills. Ability to quickly analyze and integrate information from relevant sources.	Required
Ability to work independently and as part of a team.	Required

Special Requirements & Conditions

Special Condition	Requirement

Other Special Requirements & Conditions

Level of Supervision Received

Direction

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** : Frequently
- **Crawl** : N/A
- **Walk** : Frequently
- **Climb** : N/A

Mental Requirements

- **Read/Comprehend** : Constantly
- **Write** : Constantly
- **Perform Calculations** : Constantly
- **Communicate Orally** : Constantly
- **Reason & Analyze** : Constantly

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