

JOB DESCRIPTION

Job Title (30 character limit)	Asst. Dir Data for Marketing Comm, Advancement	Job Code TBD	8854
Division/Function	Office of Advancement	Career Level/ Grade Level TBD	055
Reports To	Exec Dir, Advancement Marketing Communications	FLSA exempt	Exempt

GENERAL PURPOSE

The General Purpose provides a concise, high-level overview of the role, level, and scope of responsibility consisting of 3-4 sentences. It provides a basic understanding of the job and a concise summary of why the job exists and how it makes an impact.

This position determines and executes strategies in support of annual philanthropy and engagement goals. Reporting to the Executive Director of Advancement Marketing Communications, the primary responsibilities are to analyze data for all marketing campaigns and create insight-driven performance dashboards. This will require analyzing audiences, serving as the data lead contact, and assessing performance for the Marketing Communications, Special Events, and Donor Relations teams. Excellent analytical and problem-solving skills and the ability to adjust to changing priorities and challenges in a busy environment are required.

Data analytics will be used to identify and determine relevant constituent groups and subgroups that include but are not limited to alumni, parents, donors and friends for marketing and program outreach. The position will have strategic oversight and responsibility for how marketing communications conducts work to promote the University.

JOB DUTIES AND RESPONSIBILITIES

This section contains a description of the 4-7 separate duties and responsibilities that make up the position. Assign each responsibility a percentage of time (increments of 5% and no one responsibility greater than 25%) to total 100%. Select an indicator (Y/N) for essential function and remote work. Job Duties should be listed in order of percentage of time, with highest percentage first. When estimating percentage of time, it can be considered that 10% of a week is 5 hours or 5 weeks in a year.

Responsibility	% of Time Spent (Must total 100%)	Essential* Function (Y/N)	Can Be Performed Remotely (Y/N)
Strategic Data Application <ul style="list-style-type: none"> On behalf of Marketing Communications, Special Events, and Donor Relations, serve as the department's primary data manager. Provide expertise in Advancement databases, reports, and associated pathways to create strong lists of target or desired audiences. Analyze and recommend which constituents should be included or excluded in marketing communications; arrange meetings with internal stakeholders to plan. Strategize and lead dataset requests for specified projects and refine subsets as needed; provide required dataset files to staff who are executing digital outreach. 	20	y	y

Responsibility	% of Time Spent (Must total 100%)	Essential* Function (Y/N)	Can Be Performed Remotely (Y/N)
Data Process Oversight <ul style="list-style-type: none"> Create and oversee processes for marketing data accuracy and integrity. Analyze operational challenges and offers systems solutions and suggestions. Confer with technical personnel to assess reporting needs. Collaborate with the Advancement reporting team on projects and partner on dataset file development. Recommend program customizations, modifications, enhancements and/or additions to existing database reports. 	20	y	y
Analysis <ul style="list-style-type: none"> Analyze constituent behaviors in response to digital outreach and, in response, create solutions for successful future campaigns. Maintain a system for measuring the overall success of digital outreach as it pertains to audiences, as well as their development and engagement. Includes creation and management of marketing dashboards. 	20	y	y
Process Improvement <ul style="list-style-type: none"> Build upon current, and devise new, more robust and multi-faceted analysis metrics. Work closely with colleagues to help increase email open rates, click rates, and reduce unsubscribes. Develop new data reports and monitor the effectiveness of the data and its use. Promote best practices for digital engagement with all stakeholder groups. Remain fluent in the ever-changing environment and regulations surrounding social media and digital advertising. Work closely with the Executive Director to report metrics to leadership on a regular basis. 	20	y	y
General <ul style="list-style-type: none"> Ensure the highest data integrity standards in every project and oversee improvements. Understand and hold in high esteem the roles of both inclusions and exclusions in each dataset. Apply data insights to make informed suggestions for variable content (ex. A/B testing) in digital marketing campaigns. Advice on production schedules to ensure audiences will not be over-communicated with, as related to email policy guidelines. Serve as a liaison with digital traffic management teams, utilizing the shared Basecamp calendar as a resource. 	15	y	y

Responsibility	% of Time Spent (Must total 100%)	Essential* Function (Y/N)	Can Be Performed Remotely (Y/N)
<ul style="list-style-type: none"> Uphold the use of communications project protocols, including the use of creative request forms, approvals routing, and internal distribution. 			
Other duties as assigned	5	N	y

**Essential functions are those functions that the individual who holds or desires the position must be able to perform with or without a reasonable accommodation. A job function may be deemed essential based upon several factors such as whether: 1. the position exists for performance of the function; 2. the number of employees available who can perform the function and limitations on the ability to reassign it; or 3. the degree of skill or expertise required to perform the function.*

QUALIFICATIONS

This section lists the level of job knowledge (such as education, experience, knowledge, skills and abilities) necessary to do this job and whether it is required or preferred. Required qualifications are the minimum level of qualifications needed to perform this job. Preferred qualifications are "nice to have", but are not essential to the day-to-day functions of the job.

	Description	Required/Preferred
Minimum Education	Bachelor's degree in Marketing or a connected discipline such as Business, Mathematics, Statistics, Science or Engineering	Required
Experience	4 years of data analysis and project management, experience, preferably in a higher-education setting. or equivalent combination of education and experience Master's degree.	Required Preferred
Knowledge, Skills & Abilities	<ul style="list-style-type: none"> Proficiency, or ability to become proficient in OASIS, Salesforce Marketing Cloud, Emma, Cvent, EverTrue, iModules, Prizm screenings, and other data management platforms utilized in Advancement. Proficient in anticipating social media and email data needs. Prior experience working with marketing professionals is ideal. Strong communication skills, including direct interpersonal skills. Excellent organization and project management skills, with an ability to manage and prioritize multiple projects with keen attention to detail. Ability to work in Microsoft Excel. A personal belief in mission, goals and objectives of private higher education. Ability to work as a member of a team to accomplish objectives. 	Preferred
Certification		

JOB SCOPE

Place an "X" next to the **ONE** statement that applies the majority of the time in each category.

Critical Thinking
Basic level of problem solving ability. Follows policies and procedures where facts are readily available.

	Moderate level of problem solving ability. Gathers and interprets data to solve routine problems that require verification. Some independent judgement required.
x	Independent level of problem solving ability. Resolves semi-complex problems that require independent judgement.
	High level of problem solving ability. Integrates and interprets data from diverse sources to find solutions to very complex problems.
Freedom to Act	
	Work is closely managed and reviewed for accuracy and adequacy. Follows specific, outlined and detailed instructions.
	Work is accomplished with moderate supervision. Follows established and detailed directions. Work is reviewed for accuracy and overall adequacy.
	Work is accomplished with limited direction. Determines and develops approach to solutions. Work is evaluated upon completion to ensure objectives have been met.
x	Work is accomplished without considerable direction. Exercises judgement in selecting methods, techniques, and evaluation criteria in obtaining results. Exerts significant latitude in determining objective of assignment. Takes calculated risks with consultation from an expert.
	Works with minimal direction toward predetermined long-range goals. Acts independently to determine methods and procedures on new or special assignments. Determines and pursues courses of action essential in obtaining desired results. Takes calculated risks.
Supervision of others (including hire/fire)	
	No supervisory responsibility
X	Non-supervisory leader (Example: team leader, coordinator, or mentor)
	Supervisory (two or more fulltime direct reports or equivalent)
Planning	
	Executes goals and objectives established by supervisor or manager.
	Develops individual goals and sets individual daily priorities and tasks. Goals and objectives are monitored by supervisor or manager.
x	Develops and executes goals and objectives for a department or functional group. Recommends and gives input to strategic initiatives.
	Creates business strategies for long-term strategic objectives. Monitors results of initiatives.
Consequence of Error	
	Failure to accomplish results can normally be overcome without significant effect on the organization.
	Failure to achieve results or erroneous judgements may require allocation of additional resources to correct and/or achieve goals.
x	Failure to obtain results or erroneous judgements or recommendations would normally have serious results and may require substantial expenditure of resources to correct and/or achieve goals.
	Erroneous decisions or recommendations would normally result in the inability to reach crucial organizational objectives and may have prolonged effect, as well as the expenditure of substantial resources.
	Erroneous decisions or recommendations would normally result in failure to reach goals crucial to significant organizational objectives and would profoundly affect the image of the organization.
Financial Responsibility (Please check all that apply)	
	Signing responsibility
	Manage pre-determined budget
	Independent judgement and responsibility to develop employer or departmental budget
	Responsible for revenue generating processes less than or equal to \$1M
x	Responsible for revenue generating processes \$1M to \$5M
	Responsible for revenue generating processes greater than \$5M
	Independent judgement and authority to commit the employer in matters of significant financial impact

PHYSICAL/SENSORY REQUIREMENTS AND WORKING ENVIRONMENT

Indicate the physical/sensory requirement for each activity. Also indicate weight requirements where applicable

Activity	Rarely, Occasionally, Frequently, Continuously or N/A**	Weight***
Stationary Standing	Occasionally	

Sitting	Frequently	
Walking	Occasionally	
Crawling	NA	
Balancing	NA	
Lifting/Carrying	NA	Up to 25 lbs
Pushing/Pulling	NA	
Bending	NA	
Squatting	NA	
Kneeling	NA	
Twisting/Turning	NA	
Climb	NA	
Stoop	NA	
Overhead Reaching	NA	
Typing/Keyboarding	Frequently	
Driving (car/equipment)	Occasionally	
Critical Thinking/Organization	Frequently	
Talking on Phone	Frequently	
Talking in Person	Frequently	
Hearing in Person	Frequently	

****Key to frequency codes:**

R = Rarely (less than 0.5 hours per day)

O = Occasionally (0.6 - 2.5 hours per day)

F = Frequently (2.6 - 5.5 hours per day)

C = Continually (5.6 - 8.0 hours per day)

N/A = Not Applicable

***Weight: Up to 10lbs; Up to 20lbs; Up 35lbs; Up to 50lbs; Greater than 50lbs

Hazard Assessment

Please enter a "Y" next to any hazard that this job is subjected to in a **normal** workday

Hazard Present (Y/N)	Hazard Type	Hazard Description
n	Chemical	<p>Toxic: A chemical that exposes a person by absorption through the skin, inhalation, or through the blood stream that causes illness, disease, or death. The amount of chemical exposure is critical in determining hazardous effects. 1910.1000 for chemical hazard information.</p> <p>Flammable: A chemical that, when exposed to a heat ignition source, results in combustion. Typically, the lower a chemical's flash point and boiling point, the more flammable the chemical. Check MSDS for flammability information</p> <p>Corrosive: A chemical that, when it comes into contact with skin, metal, or other materials, damages the materials. Acids and bases are examples of corrosives.</p>
n	Explosion	<p>Chemical Reaction: Self-explanatory</p> <p>Over Pressurization: Sudden and violent release of a large amount of gas/energy due to a significant pressure difference such as rupture in a boiler or compressed gas cylinder.</p>

n	Electrical	<p>Shock/Short Circuit: Contact with exposed conductors or a device that is incorrectly or inadvertently grounded, such as when a metal ladder comes into contact with power lines. 60Hz alternating current (common house current) is very dangerous because it can stop the heart.</p> <p>Fire: Use of electrical power that results in electrical overheating or arcing to the point of combustion or ignition of flammables, or electrical component damage.</p> <p>Static/ESD: The moving or rubbing of wool, nylon, other synthetic fibers, and even flowing liquids can generate static electricity. This creates an excess or deficiency of electrons on the surface of material that discharges (spark) to the ground resulting in the ignition of flammables or damage to electronics or the body's nervous system.</p> <p>Loss of Power: Critical equipment failure as a result of loss of power.</p>
Y	Ergonomics	<p>Strain: Damage of tissue due to overexertion (sprains and strains) or repetitive motion.</p> <p>Human Error: A system design, procedure, or equipment that is error-provocative. (A switch goes up to turn something off).</p>
n	Excavation (Collapse)	Soil collapse in a trench or excavation as a result of improper or inadequate shoring. Soil type is critical in determining the hazard likelihood.
Y	Fall (Slip, Trip)	Conditions that result in falls (impacts) from height or traditional walking surfaces (such as slippery floors, poor housekeeping, uneven walking surfaces, exposed ledges, etc.)
n	Fire/Heat	Temperatures that can cause burns to the skin or damage to other organs. Fires require heat source, fuel, and oxygen
n	Mechanical/ Vibration (Chaffing/ Fatigue)	Vibration that can cause damage to nerve endings or material fatigue that results in a safety-critical failure. (Examples are abraded slings and ropes, weakened hoses and belts.)
n	Mechanical Failure	Self-explanatory; typically occurs when devices exceed designed capacity or are inadequately Maintained.
n	Mechanical	Skin, muscle, or body part exposed to crushing, caught-between, cutting, tearing, shearing items or equipment.
n	Noise	Noise levels (>85 dBA 8 hr TWA) that result in hearing damage or inability to communicate safety-critical information
n	Radiation	<p>Ionizing: Alpha, Beta, Gamma, neutral particles, and X-rays that cause injury (tissue damage) by ionization of cellular components.</p> <p>Non-ionizing: Ultraviolet, visible light, infrared, and microwaves that cause injury to tissue by thermal or photochemical means.</p>
n	Struck by (Mass Acceleration)	Accelerated mass that strikes the body causing injury or death. (Examples are falling objects and projectiles.)
n	Struck Against	Injury to a body part as a result of coming into contact of a surface in which action was initiated by the person. (An example is when a screwdriver slips.)
n	Temperature Extreme (Heat/Cold)	Temperatures that result in heat stress, exhaustion, or metabolic slow down such as hypothermia.
n	Visibility	Lack of lighting or obstructed vision that results in an error or other hazard.
n	Weather	Phenomena (Snow/Rain/ Wind/Ice) Self-explanatory.

Approvals

HR Business Partner:

Compensation Analyst:

Approver:

Signature

Date

