

Job Description

Job Title:	Information Systems Specialist (Application Support and Administration)
Department:	Registrar's Office
Reports To:	Director, Systems, Technology & Analytics
Jobs Reporting:	None
Salary Grade:	USG 10
Effective Date:	January 2019

Primary Purpose

The Registrar's Office (RO) is involved in all aspects of academic life, including marketing for undergraduate student recruitment and admissions, enrolment, examinations, development and application of academic policies, and convocation. This position supports the systems, applications, and processes for these activities and drives continuous improvement through systems development projects. The Information Systems Specialist is responsible for developing, administering, managing, and continually enhancing the Registrar's Office's internal web-based software development activities infrastructure and integrations (e.g., website, CRM, business automation activities, and other marketing software).

Reporting to the Director - Systems, Technology & Analytics, and in collaboration with colleagues in the Registrar's Office, campus partners and IST, the Information Systems Specialist is directly responsible for the secure software development life cycle of multiple systems and is involved with various projects and working groups.

The responsibilities of this role encompass a range of areas that include:

- Managing multiple varied application technology stacks at various stages of their lifecycles
- Change management and documentation
- Tier-3 support of production systems, including leadership of technical upgrades and advanced troubleshooting of production issues

Key Accountabilities

Development and Management of Digital Infrastructure

- Manages the implementation, operation, security and enhancements of departmental digital infrastructure (e.g., databases, web servers, application software, website infrastructure, integrations and hardware) throughout their entire lifecycle.
- Administering and supporting all technical activities related to the undergraduate recruitment lead management lifecycle, including CRM solution, customizations, and integrations to adjacent and related solutions (e.g. lead capture software, email campaign software).
- Advises, investigates, designs, implements, tests, documents, and supports technical solutions for the Office of the Registrar.
- Ensures appropriate infrastructure exists for application development and production work
- Ensures appropriate infrastructure exists for development and production databases
- Database system administration including installation, tuning, performance monitoring, and upgrading
- Ensures information systems data integrity within departmental infrastructure

Job Description



- Liaise with the central IST Drupal web development team in the planning and execution of web and software development projects, and ensures development projects adhere to security and accessibility standards
- Liaise with the central IST application and systems support team for the management and operations of the CRM solution and other RO applications.
- Ensures websites adhere to established IA, UX, SEO and security/privacy/accessibility best practices, and established institutional and governmental regulations
- Implements software tools to collect and manage analytics and business intelligence data to inform and evolve recruitment strategies.
- Responsible for evaluating, maintaining, and upgrading as well as ensuring the security and inventory-tracking process of digital marketing equipment and software
- Involved in supporting appropriate technical solutions for on-campus and off-campus events (e.g., Ontario Universities' Fair, open houses, influencer events, etc.)
- Liaise with external software vendors, ensuring all procured solutions continue to meet requirements

Collaboration, Advising and Consultation

- Works closely with colleagues in the Office of the Registrar to advise, support, document and train the team on new and existing systems and software
- Builds partnerships within the RO, IST and FDSUs to integrate marketing systems, data, and technology
- Collaborates with colleagues to ensure the department's web presence is effective, innovative, attractive, user-friendly, and integrated with our marketing strategies and systems
- Collaborates with IST personnel with respect to all new and existing systems and participates in security audits and standards reviews conducted by IST
- Advises the integrated communications team about technical solutions for supporting prospective undergraduate marketing strategies
- Advises on systems development opportunities regarding marketing and admissions as they are related to prospective students

Understands and Applies Current, Relevant Market Research and Institutional Knowledge

- Remains informed and knowledgeable about marketing and recruitment initiatives at the University as well as trends and systems development best-practices in higher-educational and the broader industry
- Monitors emerging technologies and systems employed by higher education and the private sector and provides appropriate advice and recommendations.
- Understands the role of research in the office's evidence-based strategies, and collaborates with colleagues to establish data analysis solutions to inform decision-making, strategy development, and budget; to determine the optimal methods of evaluating the effectiveness of the strategies for which s/he is responsible; and to ascertain and recommend the most effective enhancements

Supervising and Workflow Management

- Hires, supervises, and evaluates the temporary personnel who may report to this position
- For all reporting staff: leads collaborative projects, sets clear and reasonable expectations, provides ongoing feedback, ensures delivery of results, and establishes a strong foundation for performance through a comprehensive training program

Project Manages Work Flow and Business Practices

- Assumes project management responsibilities for internal RO systems development projects (e.g., databases, web servers, application software, website infrastructure, integrations and hardware) throughout their entire lifecycle)
- Conducts business systems analysis at the department level,

Job Description



- Coordinates communication and change management activities
- Maintains clear, consistent, detailed documentation and disaster-recovery standards for all projects, including systems configuration, in order to maintain business continuity
- Regularly reviews system functionality and business continuity based on input and insight obtained from IST and other internal experts with respect to recommended checkpoints
- Applies project management best practices and tools to accurately document all components of each particular initiative for which s/he is responsible, and contributes appropriate updates to the office's overall strategic and tactical plans

**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

Required Qualifications

Education

- University degree in computer science or engineering, or equivalent industry experience required
- College or University certification in digital communications, marketing, or relevant industry experience an asset

Experience

- 5+ years of experience in web and software development using HTML/XHTML, PHP, MySQL/MSSQL, CSS, and JavaScript/jQuery, among others
- 3+ years of experience in enterprise digital marketing systems (e.g., content management systems, CRM, email campaign software)
- 3+ years of experience in project management, preferably agile
- Experience and knowledge of web information architecture and UI/UX design principles

Knowledge/Skills/Abilities

- Experience in the implementation, integration, and customization of enterprise technology (ideally including CRM) with ability to manage both applications and databases
- Proven facility with programming and building modules in a CMS (ideally Drupal)
- Demonstrated understanding of best practices in information architecture, the identification of functional requirements, user interfaces, usability testing, accessibility standards, and testing
- Thorough command of the technology associated with social media and digital marketing.
- A working knowledge and understanding of integrated communications strategies within a highly complex institution and competitive marketplace is an advantage.
- Excellent written and oral communication skills, including the ability to translate technical concepts into simple language or visual schematics in order to facilitate understanding among campus colleagues and leaders
- Ability to build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams
- Strong organizational skills coupled with proven ability to effectively document work, handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues
- Intermediate to advanced use of the following tools:
 - Project Management Software
 - HTML email campaign software platforms

Job Description



- Google Analytics Solutions
- SEO tools
- Content Management Systems (Drupal)
- Adobe Creative Suite
- Customer Relationship / Engagement Management Systems (SugarCRM)
- Mattermost/Slack/internal messaging platforms

Nature and Scope

- **Contacts:** Internally, communicates across all university departments for the successful execution and integration of a variety of digital communications initiatives in support of the overall goals of the Registrar's Office. Externally, provides clear written information for a variety of student audiences, and project management with external vendors.
- **Level of Responsibility:** Project manages a university-wide function or process to recommend, implement, and provide training and support for technical solutions. Ensures the efficient and effective operation of all websites, applications, databases, and systems associated with recruitment strategies, the success of which significantly affects the achievement of university enrolment management and revenue goals.
- **Decision-Making Authority:** Continually makes decisions about the most effective methods of operationalizing all future student digital communications and marketing strategies, including organization of resources, market research, hardware and software purchases, organization of staff and resources, personal interactions and collaboration, work flow, consultation, and other key accountabilities; determines the optimal course of action to solve problems and to exert a positive influence on other stakeholders.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment; periods of extensive sitting and concentrated use of visual senses. Occasional extended times of standing and walking during campus wide events and promotions. Occasional lifting and transportation of computer and audio-visual equipment.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with project-management-level responsibilities; intermittent work outside the normal operating hours of the institution.