Job Description

Job Title:	Associate Director, Reporting, Data Analytics, and Business Intelligence
Department:	Advancement Services
Reports To:	Director, Systems
Jobs Reporting:	Systems Report Developers, Data Specialists, co-op students
Salary Grade:	USG 12
Effective Date:	June 2024

Primary Purpose

The Associate Director of Data Analytics and Business Intelligence is responsible for overseeing, supporting, and developing department reporting and business intelligence on various data initiatives for internal and external stakeholders, including Advancement staff, senior leaders, and other campus and external partners.

This role will require the individual to develop reports, dashboards, predictive analytics, data models, and data analyses, in addition to oversight and management of a reporting team to ensure the accuracy and effectiveness of published reports, dashboards, requests, and other deliverables.

Key Accountabilities

Leadership and User Consultancy

- Provide overall leadership to the organization by personally championing the mission, vision, and values of Advancement as they relate to reporting and analytics.
- Contribute to the development of the Advancement Systems team and overall Advancement goals and objectives
- Develop positive, productive relationships within Advancement, across the University, and with external institutions.
- Understand Advancement processes and outcomes to effectively interpret and present data.
- Implement review and approval processes to ensure data is appropriately used within reports and dashboards, as well as ensure compliance with university privacy legislation and confidentiality policies.
- Collaborate with the Director of Systems and Data Steward on data governance matters to ensure data integrity, privacy, and accurate interpretation.

Reporting/Data Team Leadership

- Manage a team of data analysts, report developers, and coop students ensuring
  - Effective team dynamics
  - Formal (performance appraisal) and informal feedback and coaching to team members
  - Staff development plans are established
  - Assignment of tasks for data and report development
- Foster a collaborative and positive work environment within the team.
- Model a constructive and critical approach to investigation and analysis
- Mentor a positive and collaborative orientation among staff and colleagues.
- Ensure the team acquires, develops, and maintains knowledge of best practices and tools needed for data acquisition, transformation, maintenance, and analysis.

Oversight and Development of Reports and Dashboards

- Establish standards for reports, visualizations, and dashboards to ensure consistency.
- Develop and oversee a quality assurance process for reports and visualizations.
- Guide report development and maintain documentation.
- Support the creation of a reporting portal for easy access by Advancement members.
- Collaborate with the Systems Team to enhance data infrastructure.
- Work with the Director of Systems, Senior Software Developers, and IST to maintain efficient and stable reporting environments.
- Development of data models, data definitions, and reporting methodologies
- Perform assigned data requests and analysis tasks as requested

Business Intelligence, Predictive and Data Analytics

- Develop reporting dashboards and metrics to monitor key business outcomes.
- Provide analytic leadership, focusing on fundraising performance and effectiveness, particularly for the University's Annual Giving Program.
- Present data analytics clearly to diverse audiences using various reporting formats and technologies.
- Research and recommend improvements in data analytics tools and practices.
- Create models and projections to support strategic planning and improve fundraising programs.
- Analyze data to support evidence-based decision-making and identify trends and opportunities.
- Develop statistical models for prospect identification and solicitation.
- Lead or co-lead data analytics and research projects, including surveys and benchmarking.

Support Data Warehousing and Infrastructure Development

- Work with the Director of Systems, Senior Software Developers, and IST to maintain efficient and stable reporting environments, including
  - the data warehouse design and implementation,
  - ongoing enhancement of data infrastructure necessary to collect, store, report, and analyze data and trends
- Collaborates with other Advancement Systems leads with the creation and ongoing support of infrastructure for production environment and databases as they relate to reporting and analytics.

Other

- Participate in internal and external committees or events.
- Contribute to strategic and operational planning with the Director of Systems.
- Attend scheduled team and department meetings.
- Provide direction for part-time, work-study, or Co-op students as needed.
- Perform other duties and special projects as assigned.
- Serve as a backup resource for other Systems team members when applicable.

**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

- Bachelor's Degree in Mathematics, Computer Science, Statistics, or equivalent combination of education and experience
- Certification in Data Analytics or Visualizations would be an asset

Experience

- 5 years of progressively responsible experience performing duties related to data/statistical methods, applications, research and data analysis, and reporting preferably in a fundraising/alumni relations environment
- Demonstrated experience in creating business performance metrics at the organization unit, team, and individual level
- Experience developing predictive analytical and data modeling
- Experience working with large databases
- Experience developing visualizations and dashboards
- Experience supervising a small team
- Experience with Blackbaud's Raisers Edge, Blackbaud CRM would be an asset

Knowledge/Skills/Abilities

- Ability to build and maintain productive relationships across complex organizations.
- Strong understanding of research methodologies, statistical analysis, and data modeling.
- Excellent facilitation, presentation, and communication skills for effectively sharing insights and building consensus.
- Strong critical thinking skills with a natural curiosity to explore data relationships and solve complex problems.
- Ability to learn and apply new concepts, tools, and systems efficiently.
- Familiarity with statistical analysis software (e.g. SPSS, SAS) and principles for effective reporting.
- Proficient in data visualization tools (e.g., Power BI).
- Experienced with MS SQL, SSRS, and large databases.
- Advanced skills in MS Excel (including functions, formulas, macros, pivot tables).
- MS Word and MS PowerPoint and other MS Office products
- Microsoft Windows 10 or 11 on a PC/laptop environment
- Knowledge of Python, R, and other data analysis languages would be an asset

Nature and Scope

- **Contacts:** Internal: Advancement leadership team, Advancement management team, Information Systems and Technology, Institutional Analysis and Planning, collaborating with other areas on campus doing similar functions. External: National and international benchmarking organizations such as the Council for the Advancement and Support of Education (CASE), Council for Aid to Education, Educational Advisory Board, and other academic institutions. Maintains key relationships with external partners and vendors.
- **Level of Responsibility:** This position provides leadership and guidance to others about their areas of expertise and provides significant influence and inputs to Development and Alumni Relations strategic plans. This position requires the ability to take initiative where minimal direction is provided and to work independently to achieve results.
- **Decision-Making Authority:** This position provides expert advice and is responsible for problem-solving issues relating to all aspects of reporting and analytics within Advancement. Senior management relies on this position to provide information for revenue acquisition and strategic planning purposes.
- **Physical and Sensory Demands**: Minimal demands typical of an administrative position within an office environment. This role requires very high attention to detail as well as exertion of physical or sensory effort resulting in moderate fatigue, strain, or risk of injury as a substantial amount of time is spent sitting at a computer with repetitive keyboard movements.
- **Working Environment:** This role is situated in a comfortable office environment with some distractions due to the open-concept nature of the office. Some travel to other buildings on campus may be required. The option is available to work in a hybrid work model remotely and in-office.