Job Description

**Job Title:** Manager, Data Analytics and Business Intelligence

**Department:** Advancement Services

**Reports To:** AVP, Advancement Services

**Jobs Reporting:** None

**Salary Grade:** USG 11

**Effective Date:** February 2018

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**Primary Purpose**

The Manager, Data Analytics and Business Intelligence is responsible for providing analytical support and reporting to a variety of internal and external stakeholders including, but not limited to, Advancement, Academic Deans and Senior leaders on campus, external benchmarking exercises and colleagues from other institutions.

**Key Accountabilities**

**User Consultancy**
- Builds positive, productive and collaborative relationships within Advancement, across the University and with other schools
- Creates and implements policies on what and how data is used for reporting including who has access to the data and ensuring privacy legislation is followed
- Ensures an understanding of the importance and impact of data presented by developing a deep understanding of Advancement processes and expected outcomes
- Acts as a consultant to help assess project and program outcomes and to ensure interpretation of data is accurate
- Acts as a consultant to ensure that various strategic issues and priorities are critically examined and that the planning activities are grounded in sound and reliable evidence
- In partnership with the Data Steward, accountable for the stewardship of data within the portfolio including:
  - Ensuring the data has integrity for what it is being used for
  - Ensuring privacy rules are followed
  - Providing a documented understanding of data ensuring accurate interpretation
- Ensures the appropriate application of the data by establishing appropriate review and approval processes

**Data Analysis and Reporting**
- Creates a reporting dashboard for Advancement to include the development of metrics and the monitoring of key business outcomes
- Provides analytic leadership:
  - Analyzes and projects the performance and reporting on the fundraising progress and effectiveness of all Advancement programs, with a particular focus and expertise within the University’s Annual Giving Program
  - Presents data analytics in an efficient and easily understandable way to a wide variety of audiences and users, using various reporting formats and web technologies
  - Researches new tools, systems and practices to recommend ongoing improvements in data analytics
  - Develops reliable forecasting and other models to make recommendations to improve
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fundraising programs and support planning
- Analyses data using best practice methodologies and consistent definitions to support evidence-based decision making and to identify trends and opportunities
- Translates data into information
- Develops statistical models, as required, for prospect identification or solicitation.
- Provides leadership or co-leadership on specific data analytics and research projects, as required, including surveys, benchmarking, focus, and ad hoc groups where appropriate
- Prepares and delivers presentations at internal and external meetings or conferences
- Participates in relevant internal and external committees and councils, or events
- Contributes to the development of strategic and operational plans

Data Warehousing & Infrastructure Development
- Leads the design, implementation, and ongoing enhancement of data infrastructure necessary to collect, store, report and analyze data and trends related to alumni engagement and fundraising
- Develops the necessary models and projections to support strategic planning
- Develops data models, data definitions and reporting methodologies
- Ensures the team acquires, develops and maintains knowledge of best practices and tools needed for data acquisition, transformation, maintenance, and analysis

Team Leadership
- Provides overall leadership to the organization by personally championing the mission, vision and guiding principles
- Participates in the creation of Advancement goals and objectives
- Mentor a positive and collaborative orientation among staff and colleagues

Required Qualifications

Education
- Bachelor’s Degree in Mathematics, Computer Science, Statistics or equivalent combination of education and experience

Experience
- 3 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 with Blackbaud's Raisers Edge, Ruffalo Noel Levitz' Campus Call would be an asset

Knowledge/Skills/Abilities
- Demonstrated ability to build collaborative relationships across large complex organizations
- Broad understanding of research methodologies and statistical analysis
- Critical thinking skills and a natural curiosity to understand data relationships
- Demonstrated facilitation and presentation skills and the ability to build consensus and demonstrate diplomacy
- Strong communication skills ensure that insights are shared effectively
- A desire to go beneath the surface of a problem, find the questions at its heart, and distill them into a very clear set of hypotheses that can be tested
- Comfortable with predictive as well as descriptive analyses and narratives
- Knowledge of a wide array of technical disciplines, including statistics, visual analytics, modeling
- Demonstrated project management skills
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 Council for Aid to Education, Educational Advisory Board, and other academic institutions. Maintains key relationships with external partners and vendors such as Ruffalo NoelLevitz, HEP Canada and Target Analytics, etc.

- **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:** Exposure to conditions typical of working in an office environment.