POSITION: Data and Digital Media Analyst [Strategic Marketing Analyst]
DEPARTMENT: Admissions & Institutional Research Offices
DATE POSTED: 09/28/15

Primary Purpose:
Manages the coordination and delivery of inbound marketing content and communications and supports all aspects of admissions data reporting, including yield analysis and predictive modeling.

Responsibilities:
- Performs data processing work supporting the communication flow and e-marketing functions including but not limited to, admissions and financial aid data, digital and printed communication flow, applications and reports.
- Utilizes multiple software and platforms - primarily Hubspot, ACES2, ARGOS, statistical analysis packages and the student information system (Ellucian BANNER) to support recruitment, yield and overall strategic enrollment management efforts.
- Works with web team to implement and report on SEO (Search Engine Optimization) using industry standard tools such as Google Analytics and other products.
- Develops and tests rules within systems to ensure that communications are being sent to the correct audiences at the correct times in accordance to the recruitment communication plan and calendar.
- Manages checklists and rules within the systems.
- Creates accurate reports and lists of students based on key data.
- Works with recruitment staff in utilizing the CRM to send out communications and track ad hoc communications.
- Report weekly on campaign effectiveness, ROI, and web analytics to maximize productivity.
- Utilizes different computer programs to upload large data sets; editing data sets manually as needed to ensure accuracy on uploads and document imaging.
- Monitors daily productivity of the web, social media, mail and email process of the Admissions office; providing daily, weekly, monthly and annual updates and analytics to supervisors.
- Assists with College of Law-wide Strategic Enrollment Management process to identify trends, new kinds of information needed, report/dashboard writing, identification and monitoring of key strategic metrics.
- Contributes to the successful identification, analysis, and dissemination of institutional research in support of the College of Law’s planning, budgeting, decision-making, and assessment objectives. Proactively identify and meet informational needs and respond to ad hoc information requests from internal and external sources.
- Uses institutional data, peer benchmarks, and best practices to initiate discussions with various departments and administrators.
- Extracts data from various systems to support the University's student recruitment and retention efforts.
- Other duties as assigned.

Qualifications:
Bachelor’s degree in Business, Marketing, Information Technology, Mathematics, Statistics, or related field with a quantitative emphasis required; a certificate or concentration in marketing preferred. Certification with Hubspot preferred. Two to five years of experience in higher education marketing, research, analysis and/or reporting preferred; business experience will be considered. Demonstrated knowledge of higher education administration and academic functions, querying databases, copy and report writing, survey research, and the use of descriptive and inferential statistics in decision support and institutional research. Ability to create reports and dashboards. Experience in a highly collaborative environment preferred. Administrative experience in higher education strongly preferred. Ability to work as a positive team player as well as independently. Excellent follow-through and attention to detail is required. Multi-tasking and interpersonal skills are required. Must be a dependable, responsible contributor committed to excellence and success. Strong customer service skills and professionalism are a must. Ability to work a flexible work schedule, as needed. Proficient in web content management systems (web garage, etc.). Proficient in the use of statistical analysis packages. Proficient in Microsoft Office Suite (Word, Excel, and PowerPoint) required. Experience with HTML, SQL Server, strongly preferred.

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