Information Systems Analyst

POSITION SUMMARY

This position reports to the Divisional Controller with an affiliation to the DIS Analyst Coordinator, the incumbent provides systems and applications support to the Alumni and Development area for all alumni related programs and initiatives. Systems support includes working with the Development Information System and other software packages and databases (systems), the Internet and numerous software programs currently deployed or about to be deployed within the Division of University Advancement.

In addition, the Analyst carries out research and provides data support for alumni programs using a variety of means including specialized database extractions, data mining and online database searches.

The incumbent is responsible for ensuring that alumni programs and initiatives have appropriate systems support and that alumni staff and constituency alumni development officers receive adequate training and support to carry out systems functions/information management related to alumni programs.

The incumbent also is responsible for development and review of system specifications for Alumni Advancement; testing and evaluation of systems; documentation and maintenance of system procedures. The incumbent will also monitor and maintain some specific systems housed within the Division of University Advancement which will entail ensuring that data is backed up regularly and maintenance tasks are completed.

Many alumni programs include a virtual component either in promotion, enhancement or delivery. The incumbent will work periodically with other web staff and relevant individuals and areas including Alumni and Donor Records, and will coordinate activities with the other DUA analysts.

This position's responsibilities are not only related to the central areas in the Division of University Advancement, but the incumbent also deals with university advancement and other university staff throughout campus.

DUTIES AND RESPONSIBILITIES

ANALYSIS AND REVIEW (INCLUDES TESTING AND EVALUATION)

Keeps abreast of developments within the broad area of information technology; evaluates and recommends potential applications to Alumni Programming.

Serves as a key contact regarding systems issues and needs for the alumni area and serves as the main liaison with programmers and analysts in interpreting the alumni area's requirements; monitors adjustments and upgrades.

Works closely with alumni staff to analyze processes and define functional system requirements as well as requirements for custom applications or package software.

Identifies ways to better deploy existing technology to more efficiently execute alumni programs.

Maintains general knowledge of AMS and other University systems as they relate to DIS -- specifically those which have an impact on alumni programming such as the Student Information System.

Develops user specifications for systems in concert with the DIS Analyst Coordinator.

Tests new system reports for accuracy and completeness; makes recommendations regarding existing reports.

Evaluates and tests new system functions and reports and procedures following upgrades for accuracy and completeness.

Monitors user requests to help identify common needs that may require a global solution.

TRAINING AND DOCUMENTATION

The incumbent is responsible for training alumni staff on the most effective use of systems to support alumni programming. In addition, the incumbent is responsible for creating and updating documentation in the form of a manual as required. The above duties are carried out in concert with the DIS Analyst Coordinator.

Designs and delivers alumni program specific systems training for DUA alumni staff.

Provides systems orientation for Divisional ADO's focusing on applications specific to alumni programming.

Recommends training/education path for ADO's to pursue.

Serves as a resource for ADO's on an ongoing basis with regard to system specific inquiries, particularly in relation to spring reunion; assists the DUA analysts with in-depth training as required.

Creates specialized step by step training materials for alumni programs related systems functions for both DUA and Divisional alumni staff.

The incumbent may train and supervise other staff.

DATA MANIPULATION, EXTRACTION AND ANALYSIS

The incumbent is responsible for determining most effective way/means of retrieving information from various systems.

Extracts and compiles information related to client profile data, geo-demographic data and target regions.

Ensures that appropriate audiences are extracted from the database for specific alumni events and mailings.

Builds, extracts and prepares invitation & mailing lists for a variety of alumni events using the DIS and other databases.

Responsible for recommending and implementing effective systems for the evaluation of alumni events.

Assists with evaluation for alumni events, analyzing response and attendance patterns, including design and analysis of evaluation mechanisms.

Assists with the production of special reports on the return on investment of alumni programs in light of registration sale rates and distribution of promotional materials.

VIRTUAL PROGRAM INTEGRATION AND EXECUTION

The incumbent is responsible for incorporating virtual programs into ongoing alumni relations.

Investigates and suggests virtual enhancements to existing alumni programs such as online registration and invitations; online surveys and promotions etc.

Assesses and recommends appropriate methods for delivering online programs such as electronic directories, career services, mass e-mails, discussion groups, broadcast messages etc.

Oversees or in some cases directly implements online programs.

Assists with the development and implementation of online directory on new alumni web site.

Serves as a liaison with alumni programs staff and with alumni web site developers and webmaster with reference to adjustments or improvements required.

Assists with the execution of mass e-mails and trains staff as necessary.

Assists with the execution of broadcast e-mails.

RESEARCH, PROGRAM ANALYSIS AND DATA MINING

The incumbent is responsible for assisting with the development of database-related marketing strategies for alumni programs in consultation with the Director, Alumni Advancement and the DIS Analyst Coordinator to identify, segment and target different sections of our database to market new alumni programs — with particular emphasis on programming aimed at more recent graduates.

Use current in-house marketing software as well as explore other avenues for compiling test-marketing groups.

The incumbent is also responsible for using DIS and other appropriate means in order to filter and create short lists of alumni groups such as listings of potential spring reunion chairs, high profile alumni in specific regions, potential volunteers etc.

WORK COMPLEXITIES:

CHOICE OF ACTION

Receives general supervision from the Divisional Controller and works closely with alumni program staff in the department

Establishes work priorities in consultation with the Divisional Controller, DIS Analyst Coordinator, and the Director, Alumni Advancement.

CONSEQUENCE OF ERROR

Poor judgement, tact and discretion in dealing with:

1. Enquiries or complaints from alumni can result in the alienation of alumni, loss of financial support to the University and can contribute to the damaging of the University's public relations image.

2. University personnel can affect morale. Inaccurate information can result in inefficient and possibly ineffective decision-making and can affect the department's credibility/image.

3. Improperly or inadequately trained Advancement staff leads to a waste of system resources, productivity and budget resources.

DIFFICULTY

- Needs to be well informed about the University in detail and post-secondary education in general.
- Must maintain a high degree of attention to detail at all times and be able to prioritize tasks.
- Needs to obtain and maintain the trust of both DUA and Divisional staff at all levels.
- Must be able to deal with extreme tact and diplomacy at all times, since alumni are one of the University's most important means of support.
- Being an expert in the intricacies of all data processes in DIS and other databases brings added pressure to this role. Maintaining and coordinating a variety of specialized functions, dealing with sudden changes in priorities, policies and procedures, deadlines and fluctuations in workload and degree of complexity in required tasks makes this position difficult.

CONTACTS

Senior members of the University — occasionally

Senior academic and administrative staff — occasionally
Constituency alumni liaison officers — frequently

SUPERVISION RECEIVED

Works both independently and under the general supervision of the Divisional Controller and consults in deciding on actions and priorities based upon a thorough understanding of the area and its service and results orientation.

SUPERVISION EXERCISED

None

WORKING CONDITIONS

Fast paced, constantly changing client service and results oriented environment.

DAILY HOURS OF WORK

8:45 a.m. — 5:00 p.m. — generally, but flexible hours are a must to accommodate evening and weekend work as well as travel.

EQUIPMENT/SOFTWARE USED

IBM-Compatible Computer, DIS Database, Internet Browser Software, Microsoft Office Software Package, other software such as Microsoft SQL Server, Windows Servers, other software packages specific to DUA such as the trademark database and events management system, Printer, Photocopier

QUALIFICATIONS REQUIRED:

EDUCATION

University graduate, preferably from the University, with focus on computers, commercial or business school training or equivalent education and experience

EXPERIENCE

3 - 4 years public relations, administrative experience at intermediate level.

Experience with large volunteer organizations an asset.

Knowledge of computers, including large databases.

Three to five years business experience with a focus on system development database management, or system analysis.

Background in Project Management and structured analytical methods are recommended.

Ideal candidates will have worked for 2-3 years in consulting or other highly analytic/strategic professions. Some experience with training and teaching is also an asset.

MANUAL SKILLS

40 - 45 wpm keyboarding

OTHER SKILLS

Ability to speak publicly; must write well; employ tact and diplomacy. Ability to lead calmly in a variety of situations. Must be a self-starter, be able to work independently, use own initiative. Proven ability in the use of logic in the interpretation of guidelines. Must pay meticulous attention to detail; must take pride in work; must take responsibility for own work. Must have strong interpersonal and communications skills. Must have strong spreadsheet and data analysis skills. Must be able to collaborate well with persons of varying systems experience and understanding. Must have experience in creating work flow diagrams, process analysis, user and technical specification documents; Strong analytical and problem solving ability; excellent training and presentation skills; ability to deal effectively with multiple priorities; must be able to handle multiple projects with conflicting deadlines while maintaining a high degree of accuracy and high quality; ability to work well as a member of a project team; flexibility and a willingness to learn.