THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ) contributes positively to society by engaging in the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni. For more than a century, we have educated and worked with outstanding people to deliver knowledge leadership for a better world.

UQ ranks in the world’s top universities, as measured by several key independent ranking, including the CWTS Leiden Ranking (32), the Performance Ranking of Scientific Papers for World Universities (40), the US News Best Global Universities Rankings (42), QS World University Rankings (47), Academic Ranking of World Universities (54), and the Times Higher Education World University Rankings (66). Excluding the award component, UQ is now ranked 45th in the world in the ARWU, and is one of the only two Australian universities to be included in the global top 50.

UQ has an outstanding reputation for the quality of its teachers, its educational programs and employment outcomes for its students. Our students remain at the heart of what we do. The UQ experience – the UQ Advantage – is distinguished by a research enriched curriculum, international collaborations, industry engagement and opportunities that nurture and develop future leaders. UQ has a strong focus on teaching excellence, winning more national teaching excellence awards than any other in the country and attracting the majority of Queensland's highest academic achievers, as well as top interstate and overseas students.

UQ is one of Australia’s Group of Eight, a charter member of edX and a founding member of Universitas 21, an international consortium of leading research-intensive universities.

Our 53,000-plus strong student community includes more than 16,400 postgraduate scholars and more than 17,000 international students from 135 countries, adding to its proud 260,000-plus alumni. The University has more than 6,600 academic and professional staff (full-time equivalent) and a $2.15 billion annual operating budget. Its major campuses are at St Lucia, Gatton and Herston, in addition to teaching and research sites around Queensland and Brisbane city. The University has six Faculties and four University-level Institutes. The Institutes, funded by government and industry grants, philanthropy and commercialisation activities, have built scale and focus in research areas in neuroscience, biomolecular and

POSITION DESCRIPTION

Position Title: Senior Business Intelligence Analyst
Organisation Unit: Future Students
Position Number: 3012708
Type of Employment: Full-time, Continuing
Classification: HEW Level 8
biomedical sciences, sustainable minerals, bioengineering and nanotechnology, as well as social science research.

UQ has an **outstanding track-record** in commercialisation of our innovation with major technologies employed across the globe and integral to gross product sales of $11billion+.

UQ has a rapidly growing record of attracting philanthropic support for its activities and this will be a strategic focus going forward.

**Organisational Environment**

UQ’s Global Strategy is embedded in the UQ Strategic Plan 2018-2021 and supports UQ’s vision of ‘knowledge leadership for a better world’. Our successful global profile is the result of forging strategic partnerships with people and organisations across industry, government, sponsorship, philanthropy, alumni, higher education and research. In support of the University’s Global Strategy, the Future Students Division takes a leading edge approach to student recruitment and comprises of –

- Future Student Recruitment
- International Marketing and Communication
- International Admissions
- Future Students Contact Centre

The Future Students Division forms part of the External Engagement Portfolio, led by the Deputy Vice-Chancellor (External Engagement) and is responsible for the University’s engagement activities. The Portfolio brings together various business units from across the University, including UQ Press, UQ Art Museum, Indigenous Engagement, Advancement, Global Engagement & Entrepreneurship, Marketing and Communication and Future Students. The Portfolio works closely with the other portfolios, faculties, institutes and central areas in all aspects of student recruitment.

**Information for Prospective Staff**

Information about life at UQ including staff benefits, relocation and UQ campuses is available online.

**DUTY STATEMENT**

**Primary Purpose of Position**

Based within the Future Students Division, the role is to provide statistical and research-based information to the Future Students Senior Management Team and the Office of the Deputy Vice-Chancellor (External Engagement). To do this the Senior Business Intelligence Analyst will build statistical reports and interactive dashboards for distribution to internal and external stakeholders using SAP Business Objects; provide expert advice on issues surrounding data analytics and their implications for international student recruitment and admissions and provide data-driven solutions to support strategic development in these areas; compile external data sets for submission to relevant government and non-government agencies on issues surrounding benchmarking in the international higher education industry; assist university faculties and other central units in compiling market intelligence involving international student recruitment and admission; and to assist (as required) in administrative functions including activities associated with the Director’s office.
Duties

Duties and responsibilities include, but are not limited to:

**Reporting and management information**

- Plan and develop reports, dashboards and data visualisations based upon key international student measures and data collections to allow Future Students staff to make better business decisions in all facets of their work.
- Review outputs from reporting systems to ensure accuracy of data, query results and consistency in data entry of international student information.
- Assist in the development of setting realistic international acceptance targets based on the outcomes of annual load planning activities on a semester-by-semester basis.
- Provide input into the preparation of proposals, presentations, positioning and briefing papers after data analysis throughout the business unit as required.
- Establish and maintain strong, effective working partnerships with administrative bodies within the University and facilitate data collation and interpretation.
- Coordinate the submission of data under Government and University frameworks as required.

**Business intelligence and systems**

- Lead the development of specifications for the development of new data collections, metrics and reports in the University’s Business Intelligence System to meet current and emerging data needs.
- Provide expert advice to Future Students Senior Management and other officers within the Deputy Vice Chancellor (External Engagement) portfolio along with the broader UQ community on how to use international student data to further strategic planning and discover future opportunities.
- Undertake model building, descriptive statistical analysis and predictive analytics on key variables within the UQ data warehouse specific to international student cohorts as well as broader trends in the international education industry as needed.

**Research**

- Undertake analysis of UQ and external market data as necessary and demonstrate underlying patterns, trends and opportunities in local and global international education markets and best practice.
- Communicate key insight to relevant stakeholders throughout the university as needed.

**Training**

- Provide training and assistance to Future Students staff on use of specific UQ reporting tools and business intelligence techniques.
Project management

- Lead and develop ad-hoc business analytics projects as required to improve business processes within the Future Students Division, particularly in relation to improving data availability and quality.

Other duties

- This role will require occasional travel as well as flexible hours (after hours and weekends as necessary).
- Undertake other duties as required.

Other

- Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including but not exclusive to:
  - the University’s Code of Conduct
  - requirements of the Queensland occupational health and safety (OH&S) legislation and related OH&S responsibilities and procedures developed by the University or Institute/School
  - the adoption of sustainable practices in all work activities and compliance with associated legislation and related University sustainability responsibilities and procedures
  - requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related responsibilities and procedures developed by the University

Organisational Relationships

The position reports to the Director, Future Students.
SELECTION CRITERIA

- Postgraduate qualifications or progress towards postgraduate qualifications plus extensive relevant experience or an equivalent combination of relevant experience and/or education/training.
- A demonstrated high level of knowledge and proficiency in using a variety of business analytics techniques, methods and applications including specialist BI software (SAP Business Objects), spreadsheet applications (MS Excel) database applications, word processing, email, particularly:
  - Proficiency in using the advanced features of a business intelligence software application such as SAP Business Objects, including linking universes, building variables, sub queries, drill down and advanced formatting.
  - Proficiency in using the advanced features of Excel spreadsheets, including macros, lookups, links and formatting.
- Knowledge and proficiency in statistical techniques such as linear regression, descriptive statistics and predictive analytics and the use of such techniques to further organisational objectives.
- Adept in basic data visualisation techniques such as charting and information display.
- High-level written and oral communication skills, including demonstrated experience in developing and presenting reports, particularly in a corporate context.
- Good understanding of the collection, preparation and monitoring of corporate data and experience in interpreting such data within the business environment.
- Commitment to delivering accurate and timely responses under pressure, whilst maintaining a quality client service focus.

Desirable

- Postgraduate qualifications in a relevant field such as information technology, statistics, mathematics or business analytics.
- Sound knowledge of the University’s systems (eg. Peoplesoft, Aurion) and its management information framework.
- Experienced in database development in systems such as MySQL and Microsoft Access.
- Experience in Peoplesoft CRM systems.
- Experience in other complementary business analytics platforms, languages and skills such as Tableau, R and SAS.
- Knowledge of the Australian international higher education industry.

The University of Queensland values diversity and inclusion and actively encourages applications from those who bring diversity to the University. Please refer to the University’s Diversity and Inclusion webpage for further information and points of contact if you require additional support.

This role is a full-time position; however flexible working arrangements may be negotiated.

Accessibility requirements and/or adjustments can be directed to recruitment@uq.edu.au.