Position Description

Title: Data Enrichment Analyst
HEW Level: HEW Level 7
Faculty/Office: Deputy Vice-Chancellor / Corporate Engagement & Advancement
Position Number:
Department/Team: Advancement Services
Date: September 2017

Position Purpose: To provide Advancement system solutions to end users and contribute to University projects in relation to data and reporting requirements.

ORGANISATIONAL CONTEXT

The Office of the Deputy Vice-Chancellor (DVC), Corporate Engagement and Advancement is accountable for achieving the strategic goals for the University with regard to corporate engagement, advancement and the Macquarie University brand.

The portfolio includes:

- Group Marketing who manage and promote the University’s brand, reputation and achievements. It supports the University in delivering programs that differentiate the University’s brand and drive growth in our domestic and international market across all student cohorts.
- The Office of Advancement who lead and support the University’s fundraising and alumni relations endeavours.
- Corporate Engagement who identify, develop and grow relationships with local, national and international corporate partners to support University goals.
- Future Students who develop and implement strategies and initiatives aimed at attracting and converting domestic undergraduate and postgraduate coursework students.

The Advancement Services team provides the systems and operational backbone supporting systems, data and gifts processing functions.
### KEY ACCOUNTABILITIES

- Identify, analyse and improve the quality and integrity of Advancement data through loading, cleansing, enrichment and scheduled audit activities with internal and external stakeholders.
- Develop and implement reporting standards for data extraction in accordance with data privacy legislation and policy.
- Improve current processes and increase effectiveness by acquiring and sustaining a good understanding of current data and advancement industry standards.
- Provide second and third level IT and data support for all University and Advancement data requirements.
- Develop and maintain analytical and/or self-service reports using reporting toolsets for Alumni Relations and fundraising to drive philanthropic revenue and increase alumni engagement.
- Analyse data and provide support and advice on segmentation to support advancement and engagement campaigns.
- In the project planning process identify, document and validate end-user requirements, ensuring alignment with Advancement activities and strategy so that the documentation is available for publication and helping other end users.
- Build and manage relationships with external stakeholders for data enrichment projects to identify requirements and design solutions.
- Comply with relevant EEO and WHS regulations.
- Perform any other duties as required and appropriate for this classification.

### POSITION CONTEXT

| Reports to: | Manager, Advancement Services |
| Positions Reporting to: | Direct: Nil Indirect: Nil |

| Key Direct Clients: | Directors in the Office of Advancement  Manager, Prospect Research and Management  Advancement system end users across the University  Immediate team members |
| Other Key Relationships: | Other staff members in the Office of Advancement  IT  Data cleansing and vendor consultants |

| Budget Accountability: | Nil |

| Role-specific Conditions: | Criminal history check  After hours/weekend work may be required |

| Scope and autonomy | Develops and modifies processes, procedures, systems and/or techniques for the work area and/or contributes to the development of University-wide systems, processes and procedures. |

<p>| Problem solving | Analyses, designs and develops a range of alternatives and then uses expertise to decide on or recommend the best course of action. |</p>
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<tr>
<th>COMPETENCIES Clusters of behaviours required for successful performance.</th>
<th>ATTRIBUTES Personal qualities related to successful performance.</th>
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<tr>
<td><strong>Planning and Execution</strong>: Managing time and resources to complete tasks and achieve objectives.</td>
<td><strong>Reliability</strong>: Meeting commitments and responsibilities.</td>
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<td><strong>Quality Focus</strong>: Ensuring accuracy and quality when completing tasks.</td>
<td><strong>Resilience</strong>: Dealing effectively with and recovering quickly from setbacks or pressure.</td>
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<td><strong>Analysis and Judgement</strong>: Evaluating information and data to solve problems and make decisions.</td>
<td><strong>Integrity</strong>: Maintaining confidentiality, discretion and professionalism.</td>
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<td><strong>Communication</strong>: Effectively grasping and conveying ideas and concepts to others.</td>
<td><strong>Initiative</strong>: Taking action to address problems and prevent them from reoccurring.</td>
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<td><strong>Service Focus</strong>: Making students, staff, key contacts and their needs a priority.</td>
<td><strong>Flexibility</strong>: Responding effectively to unexpected or changing circumstances.</td>
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<td><strong>Improvement Focus</strong>: Finding better ways of completing tasks or solving problems.</td>
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<td><strong>Team work</strong>: Working in collaboration with others to achieve shared goals.</td>
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REQUIRED KNOWLEDGE
Qualifications, technical and/or professional skills and information needed from day one for successful performance.

- Degree in computing science or similar discipline or relevant experience.
- Demonstrated knowledge and proficiency in databases, CRM systems, current internet technologies and reporting toolsets.
- Data privacy principles and legislation.

ACQUIRED KNOWLEDGE
Organisational and/or professional skills and information to be developed within the first 3 to 6 months in the role for successful performance.

- Knowledge of the Deputy Vice-Chancellor – Corporate Engagement & Advancement’s functions and structure.
- Knowledge of the Deputy Vice-Chancellor – Corporate Engagement & Advancement’s policies, systems, processes and procedures.
- Knowledge of what other areas of the University do and how they interact with the Deputy Vice-Chancellor – Corporate Engagement & Advancement.

KEY EXPERIENCES
Practical experiences and exposure to specific environments or activities related to successful performance.

- Utilising reporting tools to manipulate and load complex data sets.
- Working in cross-functional teams.
- Working in IT based project work.
- Developing guidelines for reporting standards, testing and scripting.
- Understanding of CRM specific databases.
- Sourcing and validating system requirements for business users.
- Cleansing and analysing data.