POSITION DESCRIPTION

Future Students Senior Analyst

Position Level | 7/8
Faculty/Division | DVC-Academic
Position Number | ADMIN ONLY
Original document creation | February 2021

Position Summary

The Future Student team is responsible for strengthening marketing and recruitment efforts, ensuring UNSW is the premier destination in the state for local students and the premier destination in the country for internationals.

The Future Student Senior Analyst is responsible for reporting, interrogating, and understanding UNSW's International and Domestic Future Student performance. This includes, though is not limited to familiarity and ability to query, analyse, report on, and provide recommendations on Future Student data. The role requires extensive data management and analysis from a variety of internal and external databases, to produce high quality reports and evidence to inform recruitment strategy and plans, and recommendations to UNSW's Management Board and other senior leadership teams.

The position will work closely with a range of internal stakeholders to ensure a coordinated approach to Future Students data collation, management, analysis, and reporting. The Future Student Senior Analyst position reports to the Head of FS Strategy and Planning and has no direct reports.

Accountabilities

Specific accountabilities for this role include:

Level 7

- Deliver ongoing student enrolment performance tracking and reporting for students undertaking Undergraduate, Postgraduate or Study Abroad/Exchange study, integrating UNSW Global pathways recruitment pipeline data when possible.
- Tracking and reporting of pipeline performance, including analysis and calibration of multiple data sources to identify and understand lead indicators for future performance.
- Produce reports and briefing notes for Management Board, senior leadership teams, Future Student Recruitment teams and a range of other internal stakeholders.
- Develop a strong understanding or trend analysis to build on program lifecycle, decay rules and lead performance indicators.
- Interpret and analysis data to understand critical drivers and barriers to performance to inform development of recruitment and marketing strategies and plans.
- Conduct predictive modelling to identify and quantify performance risks and opportunities.
- Contribute input to support faculty recruitment target setting for UNSW's annual Student Load Planning process at an overall faculty program level and recommend adjustments as required.
- Maintain a working relationship and be first point of contact with the University Planning and Performance (UPP) office. Work collaboratively to improve data quality, systems, and reports.
- Cooperate with health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact health and safety of yourself or others.

Level 8

- Act as project leader to develop a robust data strategy (data management projects to support business goals) for the Future Students group. This strategy will include relevant recommendations regarding the database environment, technology stack, and any necessary improvements or changes to data capabilities, processes, and/or governance.
- Prepare business cases to support recruitment and new program launch initiatives, including generating forecasts, cost benefit analyses, returns on investment and performance measures.
- Own recruitment KPI forecasts at an annual and individual term level, with lead and lag KPI indicators for applications, offers, accepts, enrols and NAC enrols to align with UNSW's overall targets, for cohorts, faculties and programs, plus international regional and market targets.
- Steward Future Students data integrity and governance for all recruitment and pipeline reports published by the group.
- Coach cross-faculty stakeholders and junior group members in the use of data tools and develop a training and enablement roadmap for the Future Student data environment.

Skills and Experience

Level 7

- Tertiary degree in a related area, plus relevant experience in data analysis and/or business intelligence development in a commercial environment.
- Knowledge of statistics and experience using statistical packages for analysing large datasets.
- Well-honed interpersonal skills with high-level of confidence interacting with senior stakeholders.
- Understanding of relational databases, their querying, management, and governance.
- Demonstrated experience and sound working knowledge of business analytics tools such as Power BI, Tableau, or others.
- Problem solving and analytical skills with the ability to collect, analyse and disseminate significant amounts of information with attention to detail and accuracy.
- Sound written and verbal communication skills and the ability to liaise effectively with diverse stakeholders.
- Ability to work flexibly and productively as an effective team member, ensuring deadlines are met.

Level 8 (in addition to Level 7 criteria)

- Advanced project management skills. Ability to manage multiple concurrent and complex projects (end to end), provide high-level advice and review and re-engineer complex systems and processes.
- Demonstrated high level critical thinking and analytical skills.

About this document

This Position Description outlines the objectives, desired outcomes, key responsibilities, accountabilities, required skills, experience and desired behaviours required to successfully perform the role. This template is not intended to limit the scope or accountabilities of the position. Characteristics of the position may be altered in accordance with the changing requirements of the role.