

**U.Va. Alumni Association  
211 Emmet Street South  
Charlottesville, Virginia 22903**

**JOB DESCRIPTION:**

Job Title: **Marketing Information Analyst**  
Full-time/Part-time: Full-time  
FLSA Status: Exempt  
Supervisor: Assistant Director of Membership  
Date Prepared: October 19, 2009

**GENERAL SUMMARY:**

Serves as the Alumni Association's strategist and point-of-contact on alumni data issues. Uses existing tools and reports, combined with expert knowledge of data structures, to meet end-user decision support and marketing needs.

**SPECIFIC DUTIES AND RESPONSIBILITIES:**

- **Marketing Strategy** – Examines the current use of alumni, student and financial data. Analyzes and researches emerging trends and plans the future use of data, taking into consideration the introduction of new systems, the revision of existing systems, and the interrelated nature of information technologies. **40%**
- **Database Services** – Acts as a point-of-contact for end-user data requests. Uses existing reports and tools to create data lists, answer questions, troubleshoot problems, and correct errors. Create simple broadcast emails regarding membership and/or development areas. Creates and modifies ad-hoc Structured Query Language (SQL) queries to perform data analysis. Collaborates with end-users, the University Development Office, and others on the strategic use of alumni data. **20%**
- **Customer Service** - Interfaces with alumni and University partners related to data matters, including membership inquiries, customer service, and responding to general alumni questions. **15%**
- **Data Entry and Cleanup** – Oversees the maintenance of membership and biographical data in the alumni and student databases and assists with data loads. Processes returned mail. Creates new codes to support fundraising, membership and general operations. **15%**
- **Special Projects** – Works on other projects as needed under the direction of Alumni Association senior staff. **10%**

**EDUCATION:**

Bachelor's degree in marketing with experience in Information technology, business administration, or a related field is preferred.

**EXPERIENCE:**

Three to Five years experience working with enterprise data, supporting marketing, analysis, reporting and related efforts.

**SKILLS/CERTIFICATIONS:**

- Strong marketing, statistical and quantitative analysis skills are required.
- Advanced proficiency using Microsoft Office is required.
- Experience with BSR Advance and other U.Va. systems are preferred.
- Programming and/or query creation experience on a SQL-compliant database is desirable.

**SUPERVISION:**

The Information Analyst does not have any positions reporting to it. However, he/she provides project supervision to other employees as well as to third-party contractors.

**ABILITIES:**

- Must be detail-oriented.
- Must be able to analyze and solve problems creatively and communicate with others in a professional manner.
- Must stay informed regarding new software and technologies through ongoing training.
- Must have excellent customer service skills and possess a positive attitude.
- Must be able to manage multiple projects and prioritize appropriately.
- Must be able to perform tasks under fast-paced and occasionally stressful situations.

**CONTACTS:**

- U.Va. Alumni Association staff.
- University of Virginia Departments.
- External vendors/providers of products and services.
- U.Va. community, including students, faculty and alumni.

**ENVIRONMENTAL/WORKING CONDITIONS:**

Generally fast-paced office environment.

**OTHER:**