

## MIT Job Description

<b>Job Title:</b> Data Analyst 1	<b>Position Title:</b> Data Analyst, Exec Degrees
<b>Reports to:</b> Assistant Director, Marketing & Recruiting, Executive Degree Programs	<b>% Effort or Weekly Hours:</b> 100%
<b>Department:</b> MIT Sloan School of Management, Executive Degree Programs	<b>Grade 6</b>

### Position Overview:

Serving as a member of the Executive Degree Programs, Marketing team, the Data Analyst will work with Salesforce and Salesforce Marketing Cloud (SFMC), SQL, and data synthezation. This role performs data analysis and interpretation of data sets. The Data Coordinator will employ a variety of analytical techniques, including data visualization to present information, statistical analysis, and tools.

Our ideal candidate is self-motivated, analytical, and passionate about technology. It's critical that you've previously participated in the implementation and ongoing optimization of marketing automation tools and applications, and that you have solid understanding of SFMC. We're looking for someone who has knowledge of SQL, as well as a passion for process.

Recognizing that the foundation of a healthy and productive office is a strong culture, the MIT Sloan School of Management, Executive Degree Programs (EDP) team fosters transparency, strong communication, and an inclusive culture of belonging. We embrace work-life balance, with flexibility, equity, and productivity being the key drivers in determining appropriate workplans for our team members. **Flexible hybrid schedule options may be considered for this role, but some on-campus staffing will be required.**

### Principal Duties and Responsibilities (Essential Functions\*\*):

1. Data Analysis & Report Development (40% of responsibilities)
  - Partner with the Associate Director, Marketing, Executive Degree Programs, to define and create EDP's overall marketing reporting and analytics strategy.
  - Coordinate with EDP Marketing Team to review existing set-ups to manage and capture data and make initial recommendations for improved efficiency.
  - Performs data analysis and interpretation of data sets to identify trends and metrics.
  - Identify areas of opportunity to address analytical and reporting needs.
  - Create new reporting and analytical tools and dashboards.
  - Deliver marketing forecasts and activity recommendations though data mining and predictive modeling analyses.
  - Craft visual reports to capture and communicate findings and/or to answer questions from EDP leadership to be used as a basis for decision making.
  - Prepares standard reports and presentations for management review.
  - Generate ad hoc reports for the Marketing team, as well as external EDP stakeholders.
  - Document processes for automated and on-demand reports.
  - Develop and implement effective practices to ensure data integrity, quality, and consistency.
2. Maintain Business Processes (30% of responsibilities)
  - Audit existing marketing reporting and analytics and make initial recommendations on what to improve to improve visibility into KPIs and trends.
  - In partnership with the Associate Director, assist with identifying and selecting new tools, techniques, and templates to ensure continuous business process improvements within EDP to increase the scalability and efficiency of the marketing organization.
  - Make consistent recommendations and iterations to lead generation data and management.
  - Participates in a variety of internal technology- and data-related projects including creation, analysis, and distribution of program surveys, maintaining master student data sheets and email distribution lists, among others.
3. EMBA Recruiting Events (20% of responsibilities)

- Assist with venue set up, registration, greeting, and briefing faculty and student/alumni panelists for virtual and in-person sessions.
  - Recommend new strategies and tactics based on event data from email analytics, registration data, and post-event survey data to attendees.
  - Report on attendance, no-show rates, and new opportunities to best plan future sessions.
4. Program Delivery and Representation (10% of responsibilities)
- Deliver high-quality general administrative and logistical support on program delivery days (orientation, class weekends, module weeks, off-site social events, electives, graduation), acting as a point of contact for EMBA-related inquiries.

Other duties as assigned or required.

### **Decision Making and Judgment**

Regularly makes decisions and provides process and technology recommendations. Demonstrates initiative, sound judgment, tact, and discretion. Enforces administrative policies and procedures. Demonstrates a high degree of professionalism, diplomacy, poise, ethical sensitivity, discretion, and commitment to confidentiality.

**Supervision Received:** Reports to the Assistant Director, Marketing, Executive Degree Programs.

**Supervision Exercised:** None.

### **Qualifications & Skills:**

Required:

- Bachelor's degree in a related field.
- At least 1 year of experience with data analysis, design, and implementation, including experience working with end users to gather and interpret requirements.
- Significant experience with SQL and Tableau, as well as statistical programming languages and predictive analysis, techniques, tools, and statistical methodology.
- Microsoft Office fluency, particularly Excel (using embedded macros).
- Proven ability to quickly learn new software and navigate complex databases.
- Ability to take abstract questions and drill down through complex data and make a strong data-driven case when presenting findings and recommendations, while remaining receptive to feedback.
- Ability to synthesize, evaluate, and convey information in a clear and cohesive manner.
- Experience administering projects, programs, or processes.
- Meticulous attention to detail and accuracy.
- Excellent administrative, analytical, problem-solving, data interpretation, time-management, organizational, interpersonal, and oral and written communication skills.
- Discretion with highly confidential information.
- Ability to approach tasks with an eye toward improved efficiency and commitment to quality, manage multiple projects/priorities, and meet changing deadlines despite frequent interruptions in a service-oriented environment.
- Self-motivation and ability to work both independently and cooperatively within a team.

Preferred:

- Master's Degree
- Experience with Advance, Salesforce, or similar CRM
- Background in higher education advancement services
- Interest in marketing and/or higher education

**Competencies:** Contribute; Collaborate; Engage; Exercising Integrity and Credibility; Communicating with Influence; Focusing on the Customer; Fostering and Inclusive Community; Implementing Proactively and Decisively.

*\*\* To comply with regulations by the American with Disabilities Act (ADA), the principal duties in job descriptions must be essential to the job. To identify essential functions, focus on the purpose and the result of the duties rather than the manner in which they are performed. The following definition applies: a job function is essential if removal of that function would fundamentally change the job.*