# PEA Job Description

## 1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>993169</th>
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<tbody>
<tr>
<td>Position Title:</td>
<td>Enrolment Analyst</td>
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<tr>
<td>Department:</td>
<td>Student Recruitment</td>
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<td>Reports to:</td>
<td>Director, Student Recruitment and Global Engagement</td>
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<tr>
<td>Number of Direct/Indirect Reports</td>
<td>Direct 0</td>
</tr>
<tr>
<td>Classification Level</td>
<td>SG 8</td>
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<tr>
<td>Last Updated</td>
<td>October 2018</td>
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## 2. Position Summary

As part of the Division of Student Affairs, Student Recruitment and Global Engagement (SRGE) develops, implements, and monitors strategies to communicate and promote the University of Victoria as an education destination of choice for high achieving students. SRGE also provides transition programming and fosters critical linkages with international institutions to advance the objectives of a globally engaged university. These responsibilities and programs are carried out in the context of the wider university and involve close collaboration with Deans for undergraduate and graduate studies, the Division of Student Affairs, and others.

Reporting to the Director, Student Recruitment and Global Engagement (SRGE) the Enrolment Analyst is responsible for the functional administration of the software Ellucian CRM Recruit, including the configuration and customization of system components, the functional operation of the software, providing training and supporting end users, and creating and maintaining end user documentation. The Enrolment Analyst is also responsible for performing statistical analysis, and preparing written reports and recommendations to support decision-making by senior management within the Department of Student Recruitment and Global Engagement and the Division of Student Affairs. The position analyzes and reports on institutional data, including domestic and international application and enrolment trends and forecasting future enrolment. The analyst develops and runs queries to extract data using SAS Enterprise Guide, SQL Developer, Ellucian Recruiter, and other reporting tools. A working knowledge of Microsoft Dynamics CRM, Banner Student, SAS, SQL, and SurveyMonkey is an asset.

## 3. Key Responsibilities and Expectations

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<th>Key Responsibilities</th>
<th>Expectations:</th>
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<tr>
<td>60%</td>
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<tr>
<td>Functional Administration of Ellucian CRM Recruit</td>
<td>Perform functional configuration, setup and operation of software, including creating or modifying entities, forms, fields, workflows, dashboards, views, and reports.</td>
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<td>Identify new business process needs and undertake projects to build new processes into system.</td>
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<td>Train and support SRGE users.</td>
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<td>Write and maintain end-user documentation and training materials.</td>
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- Maintain the SharePoint site where these materials are hosted.
- Perform data stewardship to ensure data quality.
- Develop and distribute operational reports.
- Provision and de-provision SRGE users into system.
- Perform system upgrade and enhancement testing.
- Monitor system jobs.

Strategic Research & Data Analysis 20%

- Work with the senior leadership in the Division of Student Affairs to evaluate the analytical needs to support strategic initiatives.
- Analyze quantitative and qualitative data to inform decision-making with regards to student enrollment, retention, marketing, student services and enrollment management.
- Work with the Director SRGE and other members of the Student Affairs Executive to identify ongoing research needs.
- Prioritize research and reporting projects, and manage research design, data collection, data integration, analysis, and final report preparation.
- Develop, administer and analyze surveys to admitted undergraduate applicants and potential applicants.
- Prepare and present reports with results and recommendations for management consideration and approval.
- Develop territory-based enrolment projections.

Enrolment Reporting 20%

- Develop and run reports using the SAS Reporting System Portal
- Write SAS programs to extract and analyze data using SAS Enterprise Guide
- Write SQL programs to extract and analyze data using SQL Developer
- Manipulate data in Excel
- Synthesize data to prepare briefing memos and written reports with the results

4. Classification Factors:

Problem-Solving:

The analyst will be required to merge and analyze internal and external data and conduct predictive modeling, and keep abreast of new trends and determine how best to integrate external tools and knowledge. The management of data in the Banner student system is very complex and requires an understanding of enrollment management generally and the specific systems, policies, and procedures at the University of Victoria in order to report accurately.

Ellucian CRM Recruit is a complex system and requires an understanding of recruitment business processes and the ability to further integrate these processes into the system while performing day-to-day maintenance and providing support to end-users.

Analyzing survey data is a creative process that involves continuous problem-solving and developing recommendations that support the data.

Responsibility for Financial & Material resources:

No formal budgetary responsibilities.
Responsible for developing and interpreting data which influences department financial and material resource allocations.

Responsibility for Human Resources:

Supervision of the Analyst is provided by the Director SRGE. However the analyst is required to work independently on many projects. The analyst must be self-motivated and willing to investigate and learn new software tools independently. Analyst supports the Director by providing training and ongoing support to new and existing leaders on UVic enrolment, trends, and plans moving forward.

Impact of Decisions and Actions:

The Department of Student Recruitment and Global Engagement is responsible for achieving annual university enrolment targets to support the mission and vision of the institution. The Analyst is responsible for assisting in reporting on department activities and ensuring planning decisions data driven and evidence based. The reports produced by the Analyst will be used to evaluate performance so extracting the correct information and ensuring data integrity is critical.

Decisions and actions made regarding enrolment, recruitment plans and activities have a major impact on realizing our institutional enrolment goals and strategic priorities.

The Analyst must adhere to ethical and confidentiality guidelines as indicated by Freedom of Information & Protection of Privacy (FOIPP) act, and follow ethical and confidentiality guidelines of the institution.

Independence:

The analyst will report to the Director SRGE but will have independent responsibility for specific areas of the unit such as research activities, the creation of complex queries and exports in SAS. The analyst will design, create and implement but will seek the input of the Director and other relevant Student Affairs staff.

5. Summary of qualifications:

This position requires a Bachelors in computer science, information technology, or related field and three years’ experience.

Experience requirements:

- 2-3 years System administrator or customizer of a CRM, preferably Ellucian CRM Recruit or a Microsoft Dynamics CRM platform
- 3 years writing programs in SAS, SAS SQL, and SQL to join datasets, summarize data, and analyze data
- 3 years technical writing to create documentation such as training materials and procedure guides for the end-users of Ellucian CRM Recruit
- Data management & analysis
- Conducting statistical studies and presenting succinct summaries of results
- Designing and analyzing web based surveys and writing database queries to extract data from a relational database
- Regression analyses, factor analyses and correlation studies

An equivalent combination of education and experience may be considered.

Competency requirements:

- Understanding of structures and relational databases
- Excellent analytical, critical thinking and problem solving skills
• Excellent communication skills, both written and verbal
• Ability to prepare and present reports and summaries of research for senior management
• Ability to build and maintain productive working relationships with all stakeholders
• Ability to work independently and collaboratively in a team environment
• Proven track record achieving project goals on time and produce deliverables of a high quality
• Demonstrated organizing and managing research plans.

Assets and Preferences:
• Preference will be given to applicants with a Masters and experience in a related public sector or market research environment
• Experience with institutional data is an asset

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<th>Manager's/Supervisor’s Signature</th>
<th>Date:</th>
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