Senior Analyst, Performance Analytics & Visualization

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UCONN FOUNDATION

Description

The University of Connecticut is a top-ranked national university and health-system with its flagship campus located in idyllic Storrs. Designated a Carnegie Research 1 institution, UConn is the state land- and sea-grant university focused on education, research, and service to the state of Connecticut and beyond. The University serves over 33,000 students across seven campuses, 8,550 first-in-family students, and boasts numerous national championships. UConn Health is a top-ranked health provider that delivers groundbreaking medical education, research, and hospital and clinical services to over one million patients each year. In addition, UConn has nearly 300 scientists who are in the top 2 percent of researchers investigating everything from cancer to AI.

UConn continues its meteoric rise as a top public University with a record number of applications, continued investment in student success, health, and wellness, recruitment of top faculty, innovation in research, and top-tier athletic programs focused on the health and

financial literacy of student-athletes. This includes the men's and women's basketball teams, which have brought home three consecutive NCAA National Championship trophies in the last three years. UConn is proud to have 26 national championships across all sports.

Guided by the public launch of our most ambitious campaign in history, *Because of UConn* The Campaign for UConn Nation, we are moving boldly into the future. The $1.5B comprehensive campaign spans all schools, colleges, campuses and UConn Health and focuses on four pillars designed to make education more affordable and elevate UConn among its national peers.

- **Students First:** making transformative investments in financial aid, student health, career readiness, and life skills to improve time-to-degree and career outcomes.
- **Academic & Innovation Excellence:** driving investment in top faculty and graduate fellows and building the innovation ecosystem of the state and beyond.
- **Health & Wellness of People & Planet:** focusing on patient care, medical research, and development of life-changing technologies that improve healthcare outcomes.
- **Husky Pride**: investing in athletic excellence and supporting a thriving UConn Nation that includes more than 290,000 alumni worldwide.

Because of UConn will have a profound impact on the University. It will double the number of named scholarships, fund scientific breakthroughs and advanced lifesaving therapies, and engage UConn Nation in the life and mission of the University like never before.

We seek the top talent in the country to join Husky Nation and help us drive our mission and UConn into the future. We are committed to a caring and supportive work culture, professional and leadership development, and flexibility for high achievers with a passion for higher education.

We're looking for dedicated professionals to drive success and excellence and exemplify our values.

The UConn Foundation is an equal opportunity, affirmative action employer. We celebrate different perspectives and are committed to a welcoming environment that values your unique experiences and identity. As an organization, we strive for continued growth each and every day.

POSITION SUMMARY

The Senior Analyst, Performance Analytics & Visualization is a strategic individual contributor who transforms fundraising and engagement data into actionable insights and compelling visualizations. This role drives segmentation strategies, fundraising performance analysis, and testing frameworks to optimize pipeline growth, caseload performance, prospect management, engagement and marketing execution. The Senior Analyst must have a deep understanding of the business and the role of data in driving strategic decision making. They

primarily serve in a proactive manner, anticipating the needs of leadership and providing ongoing performance insights for the division, but also in a customer service role satisfying end-user data requests by both the Foundation and University, developing reports/dashboards and providing deep analyses to meet the business needs of the full spectrum of business units within the Foundation. In addition, the Senior Analyst directly supports Integrated Marketing by generating and analyzing data sets that will inform targeted marketing, test segments, acquisition, engagement and retention strategies in close collaboration with the Annual Giving and Digital Engagement team and the Senior Data Analyst.

Primary Responsibilities

- Analyzes complex fundraising performance data to uncover trends and improvement areas for major gift officers and alumni engagement teams. Actively evaluates fundraising performance at unit, team, and individual levels and provides the department and fundraising leadership team with clear, proactive insights to improve pipeline growth and donor participation opportunities, caseload review meetings and quarterly fundraiser performance reviews.
- Drives integrated marketing performance by developing/optimizing automated dashboards and monitoring campaign engagement trends; proactively highlights performance strengths, gaps and opportunities, and potential testing scenarios to leadership team in a timely manner to support pipeline growth and strategic planning efforts for all marketing segmentation, acquisition, retention and overall engagement activities.
- Identifies opportunities to leverage analytics, dashboards and predictive modeling to support fundraising performance, including monitoring best practices in and out of industry and building models and dashboards.
- Leads the development life cycle of relevant reports and dashboards; will be expected to design, test, edit and create dashboards and report enhancements. Will also play an instrumental role with testing data imports relating to the CRM application and security management of our data.
- Serves in a customer service role satisfying end-user requests for data sets, reporting and analysis using SQL tools and query. This includes responding to leadership data requests and supporting other members of the team on query development.
- Reviews, analyzes, and evaluates consistency and integrity of data; identifies and resolve data issues and implement long term solutions.
- Evaluates emerging market trends and capabilities, such as AI, to optimize and modernize operations based on departmental needs and helps influence impacted business partners on the value add and decision-making process.

- Completes user requests in a timely manner with a focus on data quality. Must work in adherence to Foundation policies and procedures relating to donor privacy, confidentiality and security, and the utilization of data as outlined in current business practices.
- Model and articulate the Foundation's organizational core values at all times.
- Other duties as assigned.

Engagement

Collaborate with Prospect Management, Research, Programming, Annual Giving and Digital Engagement, Creative Digital Strategy and development staff to understand business needs and execute tasks as outlined above.

Leadership

Provide visible leadership across the entire organization by engaging in organization-wide activities such as departmental meetings, all-staff meetings, and staff events.

Qualifications

Key Competencies

- Champion for inclusion and diversity both internally and externally.
- Strong interpersonal skills and customer service orientation required to successfully partner with teams across the organizations, particularly with Development staff, Prospect Management, Annual Giving and Digital Engagement, and Programming Services.
- Demonstrates the ability to analyze large data sets and interpret key takeaways in ways that are easy to understand to non-technical audiences through written and visual presentations.
- Excellent verbal and written communication skills required.
- Ability to adhere to an ethical code and policies and to manage sensitive information with the highest degree of confidentiality.
- Ability to multi-task, prioritize, track details, and maintain flexibility in a fast-paced environment.
- High degree of logical and creative ability required.
- Strong computing and technical skills including familiarity with data querying, analysis, and data visualization.
- Proven ability to meet time sensitive deadlines.

Ability to work to the demands of the position, which may exceed a 40-hour work week.

Education & Experience

- Bachelor's degree in statistics, data science, computer science or mathematics, or equivalent combination of education and experience; advanced analytics degree preferred.
- Demonstrated understanding of fundraising, prospect management, and marketing functions.
- Experience with CRM systems and working closely with Programming teams.
- Experience analyzing and formatting data for leadership audiences
- Experience creating, testing and optimizing data visualization tools such as Power BI.
- Expert SQL query development preferred.

Salary:

The expected salary for this position is $110,000+. It will be commensurate with qualifications and experience, while also placing an emphasis on internal equity.

Benefits:

Benefits start from day one. We offer medical, dental, and vision plans and will make an annual contribution to your health savings account if enrolled in one of the high-deductible health plans offered by the Foundation.

In addition, there are a few other perks to being a UConn Foundation employee:

- We offer a generous contribution to your 403(b)-retirement plan to help you plan for retirement.
- We place an emphasis on work/life balance. In addition to a hybrid schedule, you will receive thirteen paid holidays, five weeks of paid time off per calendar year, and additional sick time.
- We invest in your professional development. Aside from opportunities to participate in various trainings, committees, and conferences throughout the year, you will also be eligible for tuition reimbursement after one year of employment.

Please contact Employee Support & Experience team member if you need any assistance completing any forms or participating in any part of the application process due to a disability.
The University of Connecticut Foundation is an affirmative action, equal opportunity employer, committed to fostering diversity in its workforce.
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