Athletics Business Intelligence Analyst

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Type: Full-Time
Salary: $61,840 - $105,130 per year
Posted: 13 days ago
Category: Athletics - Athletic Administration; +3 Business and Financial Services; Database Administrator; Software Engineer/Programmer
Military

Requisition Number: S4992P

Home Org Name: Ath Finance & Administration

Division Name: Director Intercollegiate Athletics

Job Class Code: MA84

Appointment Status: Full-time

Limited Term: No

Job Summary

Lead Auburn Athletics' CRM & Business Intelligence to deliver actionable insights that elevate ticketing, fundraising, and marketing-grounded in strong data governance and process excellence. Responsibilities include database development, Salesforce administration, and integration of web applications and reporting tools. The role focuses on process optimization, data governance, and delivering actionable insights through dashboards and analytics. Collaboration with cross-functional teams ensures technical solutions align with business goals and enhance customer experience.
Essential Functions

- Designs and maintains relational database structures to support ticket sales, donations, and marketing operations; develops and optimizes SQL queries for reporting and analytics.
- Configures and manages IIS web applications to ensure reliable performance of reporting tools and integrated platforms.
- Serves as the Salesforce product specialist, overseeing data modeling, workflow automation, and integration with third-party tools to enhance CRM functionality.
- Collaborates with cross-functional teams to gather business requirements and translate them into technical solutions that improve operational efficiency.

- Develops and maintains dashboards and AI-driven reporting tools, enabling stakeholders to access self-service analytics and actionable insights.
- Provides user training and support for CRM and ticketing systems, ensuring adoption of best practices and efficient use of technology.
- Designs and optimizes business processes related to ticket sales, fundraising, and fan engagement, leveraging AI, automation and data-driven strategies.
- Complies with data governance policies as well as industry regulations.
- Performs data migration and integration tasks across multiple systems, maintaining data integrity and accuracy.
- Analyzes complex business problems using data-driven approaches and recommends solutions to improve performance and customer experience.
- Documents technical processes and workflows in alignment with Agile or Waterfall methodologies, ensuring clarity for stakeholders.
- Monitors emerging technologies and trends, proactively recommending enhancements to existing systems and processes.

Nights and weekends may be required.
Why Work at Auburn?

- **Life-Changing Impact**: Our work changes lives through research, instruction, and outreach, making a lasting impact on our students, our communities, and the world.
- **Culture of Excellence**: We are committed to leveraging our strengths, resources, collaboration, and innovation as a top employer in higher education.
- **We're Here for You**: Auburn offers generous benefits, educational opportunities, and a culture of support and work/life balance.
- **Sweet Home Alabama**: The Auburn/Opelika area offers southern charm, vibrant downtown scenes, top-ranked schools, and easy access to Atlanta, Birmingham, and the Gulf of Mexico beaches.
- **A Place for Everyone**: Auburn is committed to fostering an environment where all faculty, staff, and students are welcomed, valued, respected, and engaged.

Ready to lead and shape the future of higher education? Apply today! War Eagle!
Minimum Qualifications

Bachelor's Degree in Computer Science, Information Systems, Data Science, or related field and 5 years of experience in data analysis, data architecture, or similar technical experience. **OR Master's Degree** in Computer Science, Information Systems, Data Science, or related field and 3 years of experience in data analysis, data architecture, or similar technical experience.
Minimum Skills and Abilities

- Demonstrated flexibility in adapting to evolving business needs, products, and technologies.
- Strong attention to detail and organizational skills.
- Proactive approach to learning new tools and industry trends. And
- Advanced proficiency in relational databases, with a strong command of SQL for data extraction, manipulation, and reporting.
- Experience with data migration, integration, and reporting across multiple systems. And
- Proven ability to partner with cross-functional teams to gather, analyze, and translate operational requirements into effective technical solutions.
- Ability to analyze complex business problems, develop data-driven insights, and recommend actionable solutions.
- Expertise in data governance, integrity, and security best practices, ensuring compliance with organizational and industry standards.
- Strong communication and presentation skills, capable of conveying technical concepts to non-technical stakeholders.
- Proficiency in using contemporary Business Intelligence (BI) tools such as Power BI, Tableau, or Qlik for data analysis and reporting.
- Demonstrated proficiency in prompt engineering, with the ability to design and optimize AI prompts to achieve accurate, context-aware, and task-specific outputs.

Desired Qualifications

Experience in ticket sales, fundraising, or marketing environments is desired.

Salary Range: $61,840 - $105,130

Job Category: Information Systems/Technology

City position is located in

Auburn
State position is located

Alabama
Equal Opportunity Compliance Statement

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Auburn University is an affirmative action equal opportunity employer and equal opportunity educational institution.