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Department

VP COMMUNICATIONS & MARKETING (UA-VPCM-IUBLA)

Job Summary

The Data Analyst is an analytical thinker who supports UCM through campaign assessment to drive better marketing decisions and campaign performance. The Data Analyst works collaboratively across teams to retrieve, analyze, and summarize data, turning it into compelling stories to optimize campaign performance and communicate success.

Department-Specific Responsibilities

Collects, analyzes, and interprets complex data sets from various sources to communicate campaign performance and derive actionable insights and optimization recommendations.

Tells stories with data through reports and visualizations to communicate strategic opportunities, enabling data-informed decision making.

Securely collects, cleanses, standardizes, transforms, and stores data from various sources, ensuring data integrity.

Translates business questions into analytic hypotheses, data needs and reporting requirements.

Creates comprehensive assessment reports that align with strategic goals. Creates detailed reports, dashboards, and visualizations to communicate key insights and performance metrics in a clear and compelling manner.

Proactively engages across UCM teams and vendors (when appropriate) to gather information and data from all work areas for analysis and reporting.

Provides reports and presentations that are meaningful to broad audiences from including individual team members to executives.

Manages projects from start to finish ensuring on-time delivery of compelling and clear deliverables.

Collaborates with cross-functional teams to develop project plans, timelines, data sources, and resource allocations to ensure successful assessment execution.

Stays abreast of industry trends and best practices in data analysis, research methodologies, and assessment techniques.

General Responsibilities

Provides experienced analysis of existing data and data structures and satisfies ad-hoc reporting/analysis requests.

Creates reporting specifications for new reports/dashboards/analytical tools and performs testing/validation; ensures integrity, accessibility, and accuracy of reports/dashboards and data structures; reviews and approves user requests for access to reporting data and tools.

Consults with faculty and/or staff to identify new business reporting needs and provides guidance and interpretation of complex environments and data.

Documents data analysis efforts (data sources, reporting specifications, tools, issue/problem resolutions).

Performs experienced analysis to interpret and determine validity and quality of data.

Performs migration and conversion of data as needed in support of analysis efforts.

Researches and stays up-to-date on emerging technologies and tools and makes recommendations for implementation to improve data analysis services and approaches.

Qualifications

Combinations of related education and experience may be considered. Education beyond the minimum required may be substituted for work experience. Work experience beyond the minimum required may be substituted for education.

EDUCATION

Required

Bachelor's degree (preferably in computer science, information science, or related field)

WORK EXPERIENCE

Required

2 years of data analysis, reporting, or related experience

SKILLS

Required

Proficient communication skills

Maintains a high degree of professionalism

Demonstrates time management and priority setting skills

Demonstrates a high commitment to quality

Possesses flexibility to work in a fast paced, dynamic environment

Seeks to acquire knowledge in area of specialty

Highly thorough and dependable

Demonstrates a high level of accuracy, even under pressure

Preferred

Possesses a high degree of business understanding and curiosity, with the ability to answer key business questions with the right data

Demonstrates a high level of analytical and problem-solving skills with excellent interpretation of complex statistical data verbally and in writing

Excellent organizational skills, including ability to manage multiple complex projects at once and on tight deadline

Being a thinker and a doer. This role requires both strategic thinking to solve problems and hands-on execution to turn those solutions into realities

Excellent communication skills with the ability to tell a story with data and break down complex findings into consumable presentations and reports for a variety of audiences

Working Conditions / Demands

This role requires the ability to effectively communicate and to operate a computer and other standard office productivity equipment. The position involves sedentary work as well as periods of time moving around an office environment and the campus. The person in this role must be able to perform the essential functions with or without an accommodation.

Work Location

Bloomington, Indiana or Indianapolis, Indiana

Benefits Overview

For full-time staff employees, Indiana University offers a wide array of benefits including:

Multiple plan options for medical insurance

Dental insurance

Health Savings Account with generous IU contribution

Life insurance, LTD, and AD&D options

Base retirement plan contribution from IU, subject to vesting

Additional supplemental retirement plan options

Tuition benefit for IU classes

10 paid holidays per year

Generous Paid Time Off

Paid Parental Leave

Employee Assistance Program (EAP)

Learn more about our benefits by reviewing our online Benefits Brochure.

Job Classification

Career Level: Career

FLSA: Exempt

Job Function: Information Technology

Job Family: Data Analysis & Engineering

Click here to learn more about Indiana University's Job Framework.

Posting Disclaimer

This posting is scheduled to close at 11:59 pm EST on the advertised Close Date. This posting may be closed at any time at the discretion of the University, but will remain open for a minimum of 5 business days. To guarantee full consideration, please submit your application within 5 business days of the Posted Date.

If you wish to include a cover letter, you may include it with your resume when uploading attachments.

Equal Employment Opportunity

Indiana University is an equal employment and affirmative action employer and a provider of ADA services. All qualified applicants will receive consideration for employment based on individual qualifications. Indiana University prohibits discrimination based on age, ethnicity, color, race, religion, sex, sexual orientation, gender identity or expression, genetic information, marital status, national origin, disability status or protected veteran status. Indiana University does not discriminate on the basis of sex in its educational programs and activities, including employment and admission, as required by Title IX. Questions or complaints regarding Title IX may be referred to the U.S. Department of Education Office for Civil Rights or the university Title IX Coordinator. See Indiana University’s Notice of Non-Discrimination here which includes contact information.

Campus Safety and Security

The Annual Security and Fire Safety Report, containing policy statements, crime and fire statistics for all Indiana University campuses, is available online. You may also request a physical copy by emailing IU Public Safety at iups@iu.edu or by visiting IUPD.

Contact Us

Request Support

Telephone: 812-856-1234"