JOB DESCRIPTION

TITLE

Director of Analytics

JOB SUMMARY

The Director of Analytics provides analytical expertise and creative direction on a variety of university initiatives, guiding the development of ideas and concepts. Identifies patterns based on aggregate data to find risks or opportunities and makes performance change recommendations as appropriate. Performs statistical analyses based on market knowledge and research expertise, compares sets of data to optimize resource allocation, and supports decision-making through the use of complex data. Collaborates on the visual display of quantitative information to illuminate managerial and aspirational directions. Work is performed under administrative supervision of the Associate Provost for Institutional Research and Improvement with evaluation based on the effective operation of the administrative function. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Associate Provost, Institutional Research and Improvement

Supervises: No supervisory responsibility

ESSENTIAL DUTIES - May include, but not limited to the following:

- Collaborates with senior executives, directors, and unit managers to identify and meet information needs.
- Develops, implements, and disseminates metrics about quality, performance, and outcomes.
- Analyzes and validates findings; create visualizations, reports, and presentations.
- Interprets information and offer actionable strategic insights and tactical recommendations, as appropriate, to support data-informed decision-making.
- Initiates applied research projects relative to important higher education issues, with special focus on student persistence and graduation.
ADDITIONAL DUTIES

- Provides analytical and creative support to the Office of the Chancellor, Office of the Provost, Finance and Administration, and Academic Financial Services, as requested.
- Performs other duties as requested.

EDUCATION

Master’s and/or Ph.D. in mathematics, statistics, marketing research, advertising management, communication, or a related field required.

EXPERIENCE

Demonstrated track record of executing change to core business processes through innovative use of quantitative techniques. Five years Professional experience in market research, market analysis, or consulting, with demonstrated success using these capabilities to provide strategic insights. Experience in a managerial capacity, preferably in higher education.

REQUIREMENT

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

- Intellectually curious individual with uncommon analytical perspectives, superior ideation capabilities, and ability to discern connections between seemingly disparate concepts.
- Advanced analytic skills and facility with qualitative and quantitative research methods.
- Highly motivated, well organized, and independent, able to work successfully with minimal or no supervision.
- Demonstrated enthusiasm, maturity, and integrity.
- Strong written and verbal communication skills, with the ability to synthesize and simplify complex information.
- Dynamic presentation skills and ability to effectively present complex ideas and content to diverse audiences.
- Well developed software skills in MS Office applications, specifically Excel and PowerPoint.
- Demonstrated expertise within SPSS, SAS, or other statistical software packages, a plus.
- Ability to use a personal computer and other office equipment, including university related software and email.
PHYSICAL DEMANDS

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee may be required to travel.

WORK ENVIRONMENT

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

SAFETY

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature: ___________________________  Date: _______________

Employee Printed Name: ___________________________

Texas Woman's University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex,
sexual orientation, ethnic origin, age, veteran’s status, or against qualified disabled persons.

All positions at Texas Woman’s University are deemed security sensitive requiring background checks.