Senior Analyst, Digital Experience

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Professional and Managerial Group

Senior Analyst, Digital Experience

Alumni Affairs and Development (AA&D)

Temporary full-time from September 13, 2021 to December 23, 2022
Temporary absence of the regular incumbent
Hiring #: 2021-0324

Please read the [Application Instructions](https://www.uoguelph.ca/hr) before applying

The department of Alumni Affairs & Development (AA&D) is a central service at the University of Guelph and supports the University’s mission to Improve Life by building lifelong relationships with alumni, donors and champions. AA&D is accountable for raising money for the institution’s strategic priorities through the identification and alignment of donors and prospective donors. The division has recently undergone a re-organization to support the vision to attract $50-million in sustained annual philanthropic support (over a five to eight-year period) and to be one of Canada’s most sought-after advancement organizations. As a member of Alumni Affairs and Development, the Senior Analyst, Digital Experience exemplifies the recently defined department values of respect, empowerment, integrity, appreciation and forward focus.

As part of this re-organization, a new business unit has been created, called Engagement Services (ES), with a purpose to maximize efforts that drive engagement and fundraising amongst alumni and other supporters. There is a need to increase AA&D’s online presence as a way to increase stakeholder interest, online donations, and demonstrate the impact of philanthropy at U of G.

Working with the Director, Engagement Services, the Senior Analyst, Digital Experience will lead the process of upgrading and enhancing AA&D’s entire online presence and online fundraising platforms. The Senior Analyst will lead the development of the digital strategy for AA&D as it relates to web presence and increasing overall giving through online channels. This includes developing optimal online user journeys and determining best practices for realizing a seamless online experience. Specific deliverables include reviewing web-based business requirements, developing and proposing a new website wireframe, designing, and upgrading the donation platform, developing capabilities for a donor portal, creating forms and leading the creation of peer-to-peer (P2P) crowdfunding platforms.

The incumbent must demonstrate experience leading a team of technical experts to implement new web solutions and infrastructure. Utilizing metrics, the Senior Analyst will design and implement internet-based solutions to achieve the greatest results for engaging and developing connections with alumni, donors, and friends on a web-based platform. Further, this role will ensure the technical connection between front-end user interface with web-based solutions from the Blackbaud Constituent Relationship Management (CRM), Luminate Online (LO) and Blackbaud Internet Services (BBIS). This role also provides oversight and guidance with regards to AODA standards, W3C Internet protocol standards.

The Senior Analyst’s expertise spans a wide range of professional skills including project planning, problem analysis, application and web development, project management, user experience, content creation and system administration. The Senior Analyst will require exceptional interpersonal skills, diplomacy and tact, which will enable them to effectively work with many stakeholders including colleagues, senior leadership, vendors, and consultants. Their ability to think strategically and creatively will be required to develop out-of-the box solutions, required for an innovative digital platform.

It is the intention that the work done by the Senior Analyst will create the infrastructure required to build a comprehensive digital engagement program, supporting the department’s long-term goals of increased...
Requirements of the position include:

- University degree (Master's degree preferred) and six to nine (6-9) years related experience in communications and digital marketing, or an equivalent combination of education and experience;
- Demonstrated ability to successfully implement development projects with a focus on web-based application and/or interfaces;
- Proficient in web standards and compliance issues such as AODA and W3C Proposed Recommendations (PR) and Recommendations (REC);
- Exceptional interpersonal skills, diplomacy and tact;
- Ability to respond strategically and creatively in a high-pressure work environment;
- Exceptional written and verbal communication;
- Entrepreneurial drive;
- Knowledge of project management techniques and team leadership experience;
- Strong technical skills in customer relationship management systems, content management systems web technologies such as: Blackbaud Constituent Relationship Management (CRM), Luminate Online (LO), Blackbaud Internet Services (BBIS), Drupal, Google Analytics, search engine optimization, Microsoft Office Suite, Adobe Suite, ColdFusion, HTML 5, CSS3;
- Critical thinking, analytical and problem-solving skills;
- Compliance of University policies and procedures related to information technology, security, privacy, and audit.

This appointment is regularly performed on-campus but will be initially fulfilled remotely (off-campus) until the University resumes its regular operations.

(Covering) Position Number 394-997
Classification P05
Professional/Managerial Salary Bands [2]

At the University of Guelph, fostering a culture of inclusion [3] is an institutional imperative. The University invites and encourages applications from all qualified individuals, including from groups that are traditionally underrepresented in employment, who may contribute to further diversification of our Institution.

Posting Date: 2021 06 23
Closing Date: 2021 07 07

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