

Marketing & Data Analyst, Vandiver Center for Career Development

Summary: Queens University of Charlotte seeks an experienced Marketing and Data Analyst to support a growing university-wide career development office. Reporting to the Executive Director of Career Development, this position assists with marketing strategies and tactics that support career programming and the office's brand. In addition, the analyst is responsible for gathering and analyzing key data related to the career office's initiatives. *This full-time, benefits-eligible position is exempt from provisions of the Fair Labor Standards Act (FLSA) and is not eligible to earn overtime pay for hours worked above 40 in a single work week.*

Essential Duties and Responsibilities

- Gather, analyze, and report qualitative and quantitative data on key initiatives, programs and learning outcomes for a variety of student/alumni populations.
- Manage the collection, analysis and reporting of the first-destination survey data.
- Regularly stay abreast of employment, career readiness and industry trends, and analyze against benchmark indicators.
- Working with the Executive Director, create and implement a comprehensive assessment plan for all career development initiatives.
- Develop an annual report that showcases the center's key accomplishments and metrics.
- Develop and implement a marketing strategy that increases awareness of the career office's programming and opportunities to prospective students, students, alumni, and employers, and promote active engagement and brand awareness.
- Create digital and print assets for programming and initiatives.
- Stay abreast of new social media platforms and make recommendations for usage.
- Collaborate with internal departments, including Institutional Effectiveness, Institutional Research, and Marketing and Community Relations.

Non-Essential Duties:

- Other duties and special projects may be assigned to meet department and University needs.

Experience, Knowledge and Skills Required

- 2+ years of marketing and data analysis experience.
- Ability to interpret and analyze qualitative and quantitative data.
- Experience building and administering effective surveys and related insight driven tools.
- Knowledge of employment and higher education trends a plus.
- Proven ability to develop and grow a compelling social media presence.
- Strong understanding of branding for different audiences.
- Skills in data driven report writing.
- Strong computer skills, including Microsoft Office, Adobe Creative Suite, Instagram, LinkedIn, and data analytics software; ability to quickly learn and assimilate new systems and information.
- Ability to work well individually and in team settings.
- Ability to exercise sound judgment in unusual/new situations.
- Exceptional written communication skills.
- Excellent organization and follow-up / follow-through skills to ensure completion of responsibilities within established timeframes.

- Ability to thrive in a fast-paced environment and to effectively prioritize assignments to meet given deadlines.
- Excellent attention to detail and accuracy.
- Bachelor's degree or equivalent combination of education and experience.

Application Process

Qualified candidates should submit the documents listed below via email to **hr@queens.edu** in (.doc) or (.pdf) format. Incomplete applications will not be considered.

- A cover letter addressing the position qualifications and experience
- Current CV or résumé
- Salary requirements
- Contact information for three professional references.

Be sure to include "**VCCD-MDA**" and **YOUR NAME** in your email Subject Line.

(**Example:** VCCD-MDA Shawn Mullin)

Submissions received by November 5, 2021 will receive first consideration. Queens will continue to accept applications until the position is filled.

About Queens University of Charlotte

Located in the heart of the nation's second fastest growing metropolitan area, Queens University of Charlotte leverages the city's diverse and thriving environment as an extended classroom. Nationally recognized for undergraduate programs in international and interdisciplinary education, Queens blends the best of liberal arts learning with professional preparation and community engagement. Focused on supporting success for diverse learners, faculty build close and collaborative relationships with students and help them build intentional and individualized roadmaps for flourishing at Queens and beyond. At the graduate program level, the University offers innovative educational experiences that help learners advance professionally and retool for new opportunities. Our environs afford faculty myriad opportunities to advance their own professional growth and teaching and research interests by collaborating with vibrant industry, non-profit, and community organization sectors.

Because of our history of innovation and our legacy of strong leadership, **Queens is positioned to be among the new forerunners of American higher education.** This is a defining moment for Queens. While other institutions are focused on sustaining and surviving, we are thinking much bigger. Institutions that understand what is needed and are willing to reimagine what is possible can position themselves to thrive and strengthen their market position after the pandemic with innovative approaches that are deeply connected to the world and its greatest challenges.

By 2030, **Queens aspires to become the leading, private, national university of Charlotte** with deep, meaningful, and reciprocal connections to the needs of our local community and economy; inventive and multidisciplinary academic programs that are connected to the world's most pressing challenges and biggest areas of opportunity; a fully connected, integrated, and innovative set of experiences that support holistic wellness and wellbeing; a culture of continuous improvement and investment that enables faculty and staff to flourish and

achieve their full potential; and a comprehensive approach to diversity, equity, and inclusion that begins on campus and radiates throughout the community.

Queens University of Charlotte is an equal opportunity employer and is firmly committed to supporting and celebrating all forms of diversity. Queens does not discriminate on the basis of race, color, gender, sex (including pregnancy, child birth and conditions related to pregnancy or child birth), sexual orientation, gender identity or expression, religion, age, national origin, disability, political beliefs, veteran status, genetic information or any characteristic protected by law in the administration of its educational and admissions policies, scholarship and loan programs, athletic programs, employment and hiring policies, or other University-administered programs.

Any individual with a disability who needs any reasonable accommodation under the Americans with Disabilities Act to apply for a position or otherwise to participate in Queens' job search/selection process should contact the Director of Human Resources at 704.337.2222. Queens is an equal opportunity employer and diverse candidates are encouraged to apply.

Benefits

Queens offers comprehensive benefits to eligible employees, including: medical, dental and vision insurance, domestic partner benefits, defined contribution (matching) and supplemental 403(b) retirement plans, vacation and generous paid holidays, tuition remission and tuition exchange, Queens-paid life insurance, supplemental life insurance, dependent life insurance, accidental death and dismemberment insurance, flexible spending accounts (medical, dependent care, Health Savings Account), sick leave and long-term disability leave, paid parental leave, FMLA leave when eligible, reduced cost meals at Morrison Dining Hall, employee assistance program (EAP), free access to the Levine Center, wellness programs. In addition, employees may choose benefits such as pet insurance, critical care insurance and legal assistance.

Physical Requirements (with or without reasonable accommodation)

- Visual Abilities: Read reports, create presentations, and use a computer system.
- Hearing: Hear well enough to communicate with co-workers, vendors, and students.
- Dexterity, Grasping, Feeling: Write, type, and use the telephone, copier, and computer systems.
- Mobility: Open files and operate office machines; move between departments and attend meetings across campus.
- Talking: Frequently convey detailed or important instructions and ideas accurately, loudly, or quickly.
- Lifting, Pulling, Pushing: Exert up to 25 pounds for force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
- Cognitive/Emotional: Ability to critically think and concentrate. Must be able to respond quickly to changes in conditions.

Work Conditions

- Must be willing and able to occasionally work a flexible schedule (e.g., evenings and/or weekends) to meet requirements of the position.
- Work in office and conference environments, involving contact with students, faculty, staff, community members, service providers, and vendors.
- Work has deadlines, interruptions, high volume and may be stressful at times.

This description is not intended to be an all-inclusive list of the duties and responsibilities of this positions, nor are they intended to be such a listing of the skills and abilities required to do the job. Rather, they are intended to describe the general nature of this position.