CRM/Data Position
Level 13

General Overview
The Business Systems Analyst is responsible for oversight of systems and databases used by the Admissions and Student Services offices, ensuring the quality and accuracy of data used in reports and the software technical support of the application. The Business Systems Analyst serves as the project manager responsible for translating operational needs of Admissions and Student Services into technical requirements and then implementing systems and databases to support these defined needs.

Supervisor
This position reports to the Director of Admissions and Recruitment with direct accountability related to the CRM system to the Senior Director of Financial Aid and Institutional Research.

Essential Duties

1. Ensures and maintains integrity of systems and data needs for Admissions and Student Services
  - Ensure that external and internal regulations and policies governing data management are met including regulations concerning audit ability and privacy.
  - Ensure that prospect, admissions, and enrollment data are structured in such a way that supports the highest level of reporting accuracy to allow planning for admissions and student services and the School.
  - Develop and makes recommendations to supervisor for admissions and student services database guidelines and policies.
  - Develop and implements audit and quality assurance protocols for admissions and student services systems and data.
  - Identify instances of non-compliance with Admission and Student Services data policies and guidelines and updates supervisor.

2. Identify system needs - oversee and manage system implementation or enhancement projects that support Admissions and Student Services
  - Serves as a liaison between the Admissions office and the University SISS office.

- Lead efforts to research, recommend and implement new technologies that could further enhance Admissions and Student Services' ability to provide efficient customer service.
- Represent the technology and data needs across Admissions and Student Services to determine strategic direction.
- Evaluate structure and process to optimize efficiency of enrollment data systems, infrastructure, software, and resources.
- Actively maintain and manage third-party application system vendors as assigned.

3. Identify system needs - system implementation or enhancement projects that support Admissions and Student Services.
- Supports efforts to research, recommend and implement new technologies that could further enhance Admissions and Student Services ability to provide efficient customer service.
- Serve as the query liaison to assist school leaders, faculty and staff with accessing and editing Peoplesoft system data and Admissions and Student Services data from the CRM.
- Monitor and manage information systems needs and provide training to Admissions and Student Services staff on systems such as Peoplesoft, Apply Yourself, the CRM, among others.
- Responsible for implementing marketing approved messaging and branding standards delivered through the CRM.
- Contributing member of the Critical Systems Leadership Committee.

4. Cross unit/school collaboration with key DUSON administrators, faculty, and staff
- Support the Director of Admissions and the Director of Student Services to ensure that business processes are consistent with data collection and reporting needs and Duke, DUSON and industry data management policies and best practices are followed.
- Work with faculty, staff, and application development teams in planning efforts by advising them of data conventions and definitions. Responsible for quality assurance of data housed in Admissions and Student Services systems, including creating and reviewing data variance reporting and training staff as needed to improve data quality. Advise the appropriate director if data quality problems persist.
- Collaborate with administrative units in reporting Admissions and Student Services data as it relates to class enrollments, and long-range

financial planning. Responsible for providing accurate data in a timely manner needed by customers.

Requirements
• Bachelor's degree in Business, MIS, Computer Sciences, or related area
• 3 years combined business/work analyst, software QA or user support/training experience

Preferences
• Minimum of one year of programming and/or database administration experience.
• Knowledge of Peoplesoft modules used in college or university admissions or student services offices, including experience working with Peoplesoft databases and writing custom reports using tools such as HTML, Crystal Reports, or SQL.
• Experience in Technolutions Slate software is required.