

University of Nebraska Central Administration
Position Description

General Information

Working Job Title: Digital Education Data Specialist (49243340)	Job Family: Administrative & Business Operations	Job Family Zone: Specialist
Position Number: TBA	Department Name: University of Nebraska Online	SAP Organization Unit Number: 500000329
Employee's Name:	Date of Last Update: 10/22/2018	Title of Supervisor: Assoc. VP Digital Education/ Dir. NU Online
SAP Personnel #:	Last Updated By: HR	Name of Supervisor: Mary Niemiec

Position Summary

The Digital Education Data Specialist plays a crucial role in helping the University of Nebraska achieve its vision for making actionable data easily accessible to leaders, analysts, and front-line decision makers across the university. This position also functions as a change agent, helping the university become more agile, nimble and flexible in its approach to data-driven decision making at the intersection of technology and education.

The Digital Education Data Specialist is the primary point of contact for data associated with the operations of NU Online and the University of Nebraska High School. As a member of the NU Online team and, in partnership with UNCA Institutional Research, the position identifies appropriate data elements necessary for responding to inquiries and identifies sources of required data. Performs comparisons against identified standards, targets, and/or strategic plans. Generates reports of results for use by internal and external customers. Identifies and/or develops appropriate tools (spreadsheets, databases, graphs, charts, etc.) required to conduct analysis. Identifies issues affecting analysis that need further development or final resolution prior to completion of projects/requests. Clearly communicates results and recommendations to appropriate constituencies. Collaborates with key partners to create and maintain reports and data sources. The Digital Education Data Specialist is a key member of the team responsible for overseeing data collection for Online Program reports and surveys that occur throughout the year, UNHS reporting and learning analytics, and partners with team members to support decision making related to lead generation, student recruitment and retention efforts. Responsibilities also include responding to ad hoc information requests, providing analytical guidance to organization's leadership team, mentoring and coaching members of the organization regarding data use and interpretation.

Duties & Responsibilities

Indicate % of time spent and indicate with an "*" the duties & responsibilities that are essential functions of this job. Arrange this list of duties in order of importance.	% of Time	Essential Functions
<p>Data Analysis, Collection and Reporting</p> <ul style="list-style-type: none"> Supports the AVP and leadership team members in strategic decision making by identifying key metrics/data points, running analysis and reporting on key findings. Collaborates with external market viability vendors as identified by AVP, Director of UNHS and NU Online marketing and communication leaders. Participates in data collection processes for NU Online reporting and compliance reporting that occur throughout the year. Responsible for responding to ad hoc information requests, providing guidance to leadership team, and mentoring and coaching members of the organization regarding data use and interpretation impacting online education. 	70%	*

<ul style="list-style-type: none"> Utilize, develop and model data within existing data sources. Design, program, test, and document new data structures, as appropriate. Produce internal reports (admissions, enrollment, retention, graduation rates, etc.) for the Office of Online Education. Ensure proper data coding and data integrity through regular audits. Present data in visual and narrative forms for a variety of audiences. Design and maintain regular and ad-hoc reports and data extracts in meaningful formats for decision support. Support the collection and submission of data to external survey institutions. Prepare documentation and training materials as needed to support the creation of data sources and reports, for proper implementation of university coding standards, and for the consumption of reports by end users. 		
<p>System Collaboration Collaborate with existing data analytics network: Office of the Provost, UNCA Institutional Research and campus IR offices, Office of VP for Finance, Office of VP for Information Systems and other units to understand the breadth and depth of data elements and definitions and ensure delivery mode considerations are integrated in data collection and reporting efforts across the university.</p>	20%	*
<p>Teamwork and Strategic Engagement Other duties as assigned; Share work-related solutions, processes, and outcomes publicly through social media platforms (e.g., blogging, Twitter), interest groups, and local, regional, and national committees and conferences; Support NU Online initiatives.</p>	10%	

Zone Definition Factors (Position Scope/ Hierarchy)

Nature/Complexity of Work (Describe the depth and breadth of the work)

Within the University of Nebraska Online team, the Digital Education Data Specialist is the primary point of contact for analysis and reports to advance decision-making, compliance, and strategy for the institution’s coordinated digital education efforts.

Problem Solving/Decision-making (Describe what types of problems and decisions are made by this position or the type of independent decisions made)

Decisions require interpretation and independent judgment based on a sophisticated understanding of data collection and analytics. Projects are diversified and require creativity in dealing with unprecedented activities.

Strategic Impact (What is the impact of error or accountability held by this position)

Actions and decisions in this job have impact on successful execution of NU Online goals and objectives and strategies for the University of Nebraska. The position is required to demonstrate a strong attention to detail in order to avoid and minimize potential errors which would impact NU Online and could extend university-wide.

Know How (What are knowledge, skills and attributes needed to perform this job)

Demonstrated ability to operate effectively within a dynamic environment working collaboratively with others to achieve team goals. Must be proficient in task management and detail oriented. Must demonstrate proficiency in communicating and interpreting data output and analyzing data. Adept at learning new technologies and functionality of new systems. Knowledge of predictive analytics and statistical analysis preferred.

Technical Know How (What technical knowledge and abilities are needed – hardware & software)

Knowledge and experience in relational database systems, reporting tools, visualization software, and related languages. Must be able to cleanse, extract and organize data in complex databases. Must have the ability to write queries to pull and manipulate data from various sources. Experience with data visualization software such as Tableau preferred.

Interactions (Describe the nature and purpose of contact with others in this position)

Communicates, in a professional manner, with university staff as well as outside vendors to complete assigned work. Interactions occur in person, via the phone or online (email, web conference). Excellent oral and written communication skills. This position assists in maintaining a supportive environment.

Supervision {*This is based on level of proficiency and years of service.}

Currently, this position has no supervisory responsibilities, but in the future this position may supervise NU Online graduate students or interns. This position receives in-direct supervision from the Assoc. VP Digital Education/ Director NU Online.

Minimum Qualifications

Bachelor’s degree from an accredited institution in information systems, informatics, computer science, or related field or equivalent experience and three years’ experience working in relational database systems is required. Experience must include interpreting data for strategic purposes and the use of data visualization tools.

Preferred: Master’s degree with 3-5 years of data analytics experience. Familiarity with data elements in a higher education environment. Querying and information retrieval from University of Nebraska systems. Professional experience in a higher education setting; high quality customer service skills.

Physical Requirements

1. **General Physical Requirements** Indicate the appropriate response for an eight hour day:

	Circle the appropriate number of hours									<i>Indicate intermittent or constant</i>	
											Intermittent
Sit	0	1	2	3	4	5	6	7	8	x	_____
Stand	0	1	2	3	4	5	6	7	8	x	_____
Walk	0	1	2	3	4	5	6	7	8	x	_____
Drive Motor Vehicle	0	1	2	3	4	5	6	7	8		_____
Explain	_____										

2. <u>THIS POSITION REQUIRES:</u>	Occasionally (less than 2 hrs daily)	Between 2 - 5 hrs daily	Over 5 hrs daily
Squatting	_____	_____	_____
Bending	x	_____	_____
Kneeling	x	_____	_____
Reaching	_____	_____	_____
➤ Overhead	x	_____	_____
➤ Forward	x	_____	_____
➤ Low	x	_____	_____
Twisting	_____	_____	_____
Crawling	_____	_____	_____
Climbing	_____	_____	_____
➤ Ladder	_____	_____	_____
➤ Stairs	x	_____	_____
➤ Other	_____	_____	_____
Walking on rough ground	_____	_____	_____
Exposure to changes of temperature/humidity	_____	_____	_____
Exposure to dust/fumes/gases/chemicals	_____	_____	_____
Being near moving machinery	_____	_____	_____
Working from heights	_____	_____	_____

3. THIS POSITION REQUIRES EMPLOYEE TO:

Indicate letter in appropriate Space:	LIFT=L	CARRY=C	PUSH=P	PULL-PL
	Less than 2 hrs daily	Up to 2 hrs daily	Between 2-5 hrs daily	Over 5 hrs daily
11 - 24 lbs	<u> L,C,P,PL </u>	<u> </u>	<u> </u>	<u> </u>
25 - 49 lbs	<u> </u>	<u> </u>	<u> </u>	<u> </u>
50 - 74 lbs	<u> </u>	<u> </u>	<u> </u>	<u> </u>
75 - 100 lbs	<u> </u>	<u> </u>	<u> </u>	<u> </u>
* Over 100 lbs	<u> </u>	<u> </u>	<u> </u>	<u> </u>

* If the position requires the employee to handle over 50 lbs - please explain

4. POSITION REQUIRES USE OF HANDS OR SPECIAL TOOLS/EQUIPMENT FOR:

	RIGHT	LEFT	BOTH
Keyboarding	<u> x </u>	<u> x </u>	<u> Or both or one </u>
Filing	<u> x </u>	<u> x </u>	<u> Or both or one </u>
Other Explain:	<u> Operation of standard office equipment </u>		

5. THIS POSITION REQUIRES ATTENDANCE AT THE WORKPLACE

Job Family Zone Questionnaire

In Each Section, please select one answer that best describes your job:

Knowledge Skills and Abilities:

 Requires the ability to understand and apply basic job skills, knowledge of several work routines and the ability to apply such routines with minimal interpretation. May possess knowledge of other, related work activities within own functional area. May require the operation of routine equipment/tools. [1]

 Requires the ability to understand, interpret, apply and communicate information within a specialization and the ability to apply limited analysis in the completion of general functional procedures. May possess knowledge of work activities outside functional area. May require the operation of moderately complex equipment/tools. [2]

 Requires the ability to utilize advanced information within a specialization. Within specialization, possesses the ability to assess/ analyze situations and make adjustments to achieve desired objectives. Possesses knowledge of work activities outside functional area. May require the operation of complex equipment/tools. [3A]

 x Requires the ability to apply, integrate and communicate extensive theoretical information within a recognized professional field. Facilitates and/ or establishes the achievement of functional area objectives. Requires knowledge of all related functional areas. May require the operation of highly complex equipment/tools. [3B]

 Integrates extensive theories and techniques within related or diverse disciplines to achieve results and/ or establish overall strategic directions. Requires wide-ranging administrative and/or specialized knowledge. May require the operation of highly complex equipment/tools. [4]

Problem Solving/Decision-making:

 Decisions/problem resolutions are repetitive and simple and typically guided by standard operating policies and procedures/practices exist. Tasks are clear and specific to a single discipline. [1]

 Decisions/problem resolutions require gathering/reviewing information from several sources. Simple analysis of facts determines course of action to be taken within the limits of standard operating policies and procedures/practices. Tasks are varied and may cross several disciplines. [2A]

 Decisions/problem resolutions require interpretation, discretion and judgment based on precedent or standard operating policies and procedures. Tasks are diversified and may require some creativity in dealing with unprecedented activities. [2B]

Decisions/problem resolutions require synthesis/analysis in the use of theories and accepted principles. Programs/projects are governed by broad objectives, policies and/or theories. Requires the use of creativity in dealing with unprecedented activities. [3]

_____ Decisions/problem resolutions require analysis and evaluation of major issues and courses of action impacting the overall direction of the functional area(s). Applies broad concepts and experience in making important decisions. May develop recommendations influencing long-term policies related to major organizational plans. [4]

Interactions:

_____ Regular contact involves receiving and/or referring inquiries as well as giving or obtaining routine information relating to work being done. Requires the use of common business courtesies. [1]

_____ Regular contact that involves giving or obtaining information as well as occasionally exchanging advice and opinions. Requires the use of common business courtesy, tact, discretion and some persuasion to maintain cooperative associations. [2]

_____ Regular contact that involves exchanging advice and opinions as well as occasionally conveying conceptual ideas of a critical and/or long-range nature. Requires the use of judgment, timing, and persuasion to gain cooperation in the face of differences of opinion or controversy. [3]

Regular contact with major Programs/Teams or individuals. Overriding job requirement involves conveying conceptual ideas regarding matters of critical and long-range nature. Significant requirement for diplomacy, timing, and persuasion to gain concurrence or cooperation on operational issues in the face of significant differences of opinion or controversy. [4]

Supervision Received:

_____ Supervised by procedures or by supervisor through periodic monitoring of progress and performance. May have latitude to determine sequence of own work tasks to meet clearly established schedules. [1]

_____ Supervision by procedures or by supervisor through periodic monitoring of progress and performance. Determines sequence of own work tasks to meet established objectives. [2A]

General direction by supervisor by checking on completed tasks. Establishes own work schedule to achieve program objectives. Makes recommendations to superior regarding efficient functioning of program. [2B]

_____ Responsible for conducting specialized assignments or developing programs under only general direction and guidance. [3]

_____ Extensive latitude to work independently in matters that have a broad effect on overall policies, programs and/or areas of specialization. [4]

Supervision Exercised:

_____ May provide incidental guidance to others. [1]

_____ Provides functional supervision that is usually limited to assigning/reviewing work or may serve as work team leader. [2A]

Serves as work team leader. Distributes, schedules, and monitors the progress or work tasks of the program or project. May be involved in the recommendation of personnel actions to manager. [2B]

_____ Supervises the work of a project or program that may include hiring, discipline, transfers, promotions, or salary changes within a functional area. May integrate work of two or more programs or one major function/or project. [3]

_____ Establishes performance standards for designated programs and/or areas of specialization. Directs staff to include hiring, discipline, transfers, promotions, and salary changes. [4]

Impact:

_____ Actions and decisions in this job are limited to the scope of the job, which primarily affect the immediate work group, but occasionally may extend beyond the immediate work group. Errors reflect unfavorably on the individual and may have an adverse impact on the functional area. [1]

_____ Actions and decisions in this job have an impact which affects the immediate work group and also extends beyond the immediate functional area. Errors reflect unfavorably on the individual and the functional area. [2]

____ Actions and decisions in this job have discernible impact to the short-term performance of the Program/Team and exerts some impact to its long-term success. Errors reflect unfavorably on the individual, the functional area, overall business operations and potentially other functional areas. [3A]

Actions and decisions in this job have significant impact to the short-term performance of the Program/Team and exert an impact to its long-term success. The job exerts a considerable impact on decisions and final results typically affecting either an entire functional area or a major university activity; and may have unique accountability for financial and program or project objectives. Errors effect business operations, services and other individuals which may require special interventions to correct. [3B]

____ Actions and decisions in this job exert broad and continuing impact on the future of one or more functional areas. The job exerts a major impact on decisions and final results affecting a major university activity; and/or has accountability for financial and program/project objectives and overall successes. Errors significantly interrupt business operations, services and potentially both internal and external constituents. [4]

Summary:	Zone Assignment= Specialist	
Authorization:	Name:	Date:
Human Resources	Sheryl Gartner	11/01/2018
Supervisor:		
Administrator:		