Title: Data and Analytics Coordinator

Position: Data and Analytics Coordinator, Polaris Young Adult Leadership Network
Department: Continuing Education
Full-time or Part-time:FT Exempt
Hours per week: 20
Months per year: 12
Work Schedule: PTSem Office Hours; variable based on network programming
Reports to: Project Director for the Polaris Young Adult Leadership Network

Job Purpose: The Polaris Young Adult Leadership Network at Princeton Theological Seminary seeks to cultivate connections among young adults who are Christian leaders, amplifying the scope and impact of their leadership through relationships and resources. The purpose of this role is to provide data and analytics that will improve the implementation of a foundational communications strategy and content development, growing the number of participants in Polaris programs and expanding the audience of individuals who can learn from the stories of remarkable leaders.

Essential Functions:

Analysis and Reporting   **40% of time**
- Monitor analytics across website (via Google Analytics), social media, email, online learning platforms, and other digital platforms.
- Generate after action reports about program enrollment and participation.
- Generate monthly reports about digital footprint online and in social media
- Create data visualizations for reports and to share learnings beyond the team
- Collaborate with Marketing and Communications to review digital analytics for both Polaris and the Seminary as a whole
- Provide data-informed recommendations to Polaris team to optimize digital experience across platforms.

Data Management   **40% of time**
- Lead the team's implementation of SalesForce as the seminary's customer relationship management (CRM) platform.
- Meet regularly with Polaris staff members to ensure program participant data is migrated and maintained in SalesForce
- Accurately enter and maintan data
- Support registration and manage applications for events and program offerings.

- Create online registration and data collection forms as needed. Monitor for consistency in data collection.
- Complete monthly reports about program activity for the seminary's Office of Digital Learning

Team and Polaris Leadership Network Support   **15% of time**
- Participate in all Polaris Leadership Network team meetings
- Occasionally attend Marketing and Communications team meetings.
- Collaborate on CRM database development
- Attend gatherings and events on campus up to 6 times per year.

Institutional Support   **5% of time**
- Participates in Continuing Education team meetings as requested.
- Serves on committees and task forces and performs occasional administrative duties that serve the Continuing Education team and the wider institution of Princeton Seminary.
- Forms and maintains positive relationships with the rest of the Continuing Education team and members of the PTS community.

Other duties may be assigned by the Project Director for the Polaris Leadership Network.

QUALIFICATIONS AND SKILLS:

- Bachelor's degree required.
- A minimum of 3 years of data analytics experience
- Experience with MailChimp, Google Analytics, SalesForce, Wordpress
- Social media analytics experience required.
- Ability to engage with Christian leaders in an educational environment necessary.
- Must possess a commitment to the health and well-being of colleagues, community, and constituencies served.
- Ability to work independently and meet deadlines.
- Must be detail-oriented and self-motivated.
- Ability to maintain confidentiality and effectively steward sensitive information.
- Actively support and advance the mission of Princeton Theological Seminary.
- Proven commitment to equity, inclusion, diversity, and anti-racism.
- This is an in-person OR remote hybrid position.

PHYSICAL / ENVIRONMENTAL DEMANDS:

Ability to be mobile on campus with any needed accommodation, works in office environment, lifts up to 20 lbs., remain in a stationary position 50% of the time, wrist and hand movement related to computer work.

This description reflects essential functions of the position, it does not restrict tasks that may be assigned or changed at any time.

Prepared by: **Shari Oosting**   Date: **November 2024**