

JOB DESCRIPTION

HR Section:			
Job Code/FLSA:	100585/Exempt	Market Classification Title:	Market Research Analyst Intermediate

Manager Section:	
Working Title (Title in MCommunity/Business Card):	Data & CRM Specialist
Report To Supervisor Name, Working Title:	Katie McCarty, Associate Director of Marketing
Department Name:	Student Life Communications, Marketing & Design
Work Schedule and Time:	Monday - Friday From 8 am - 5 pm
Mode of Work (Onsite, Hybrid, Mobile/Remote Days):	Hybrid
Primary Work Locations When Onsite:	Ann Arbor Campus

Department Summary:

Student Life Communications, Marketing & Design (CMD) at the University of Michigan is a multidisciplinary team of marketing and communication professionals. Together, we create cutting-edge experiences and customer engagement that ensure the success of Student Life’s mission by bringing the Student Life story and brand to life.

Position Summary:

The Data & CRM Specialist will be responsible for evaluating and optimizing Student Life’s digital campaigns, email, and web performance. This person will provide insights and recommendations based on data and perform in-depth analyses of specific issues to understand and improve our marketing and communications efforts. The Data & CRM Specialist will create and maintain reports and dashboards and will serve as the primary lead for reporting across digital tactics. This role requires strategic thinking and leadership, analytical skills, and a commitment to seamless solutions.

Position Responsibilities (primary responsibilities and duties expected in this position totaling 100% allocation):
Communications & Customer Relationship Management (45%)

- Lead CRM and email measurement strategy within Salesforce Marketing Cloud, including audience/segment performance insights, journey measurement, and optimization recommendations.
- Consult with Student Life units to define audience strategies, communication approaches, and success metrics for campaigns and ongoing/lifecycle communications.
- Plan, execute, and evaluate experimentation, including A/B testing and journey-level tests: define hypotheses, success metrics, test plans, and document/share learnings to improve performance over time.
- Establish and maintain division-wide email best practices, including measurement standards, audience experience, accessibility considerations, and deliverability and list-health best practices.
- Partner with Student Life Technology Solutions to support effective adoption and use of Marketing Cloud across Student Life units, including coordination of data feeds and integration needs.
- Manage the Student Life email calendar to coordinate send schedules, reduce audience fatigue, and optimize engagement and results.
- As needed, support execution by building/testing/scheduling emails, forms, and related assets in Marketing Cloud to ensure high-quality delivery and measurement-ready implementation.

Marketing Reporting & Analytics (45%)

- Lead measurement and reporting strategy for Student Life digital marketing, translating unit goals into clear KPIs, measurement plans, and actionable reporting.
- Design and help implement tracking and measurement approaches across paid, email, web, and social channels, including GA4 event/conversion strategy, UTM standards, and documentation.
- Build, maintain, and improve dashboards and recurring reports in Looker Studio (and/or Tableau, as appropriate), ensuring metrics are accurate, well-defined, and decision-ready.
- Analyze performance across channels and campaigns; synthesize insights into prioritized recommendations to improve strategy, creative, audiences, channel mix, and conversion outcomes.
- Partner with web and technology teams to implement tagging and data flows and QA them (e.g., cross-domain measurement where applicable), and maintain strong data quality and governance.
- Monitor for anomalies, tracking breaks, and platform changes; investigate root causes, coordinate fixes, and communicate impacts to stakeholders.
- Develop measurement approaches that reflect modern privacy and signal limitations by using multiple methods (platform reporting, GA4 analysis, trend evaluation, and testing results) to assess outcomes.

Additional Duties (10%)

- Maintain measurement documentation and standards (e.g., KPI definitions, tagging/event conventions, reporting guides) and provide consultation/training to help units use data effectively.
- Collaborate with the project manager to support planning and delivery of analytics and CRM initiatives, including timelines, priorities, and stakeholder communication.
- Contribute to marketing and communications strategy and planning to meet Student Life and unit goals, and stay current on digital measurement and higher education marketing trends.

Position Responsibilities Criteria (leadership and behavioral qualities expected in this position):

- Strategic digital leadership and the ability to inspire our teams.
- Ability to develop strategic, data-driven digital marketing approaches that meet client objectives and drive measurable results across digital platforms.
- Subject matter expertise by staying current on trends across evolving digital media channels and related technologies.
- Experience creating comprehensive media strategies for our partners, covering all aspects of their digital presence including paid, earned, owned, and shared touchpoints.
- Desire to lead and inspire the conception of breakthrough digital ideas.
- Passion for collaborating with creative, brand planning and management, and technology teams to build effective digital campaigns, platforms, and relationships.
- Ability to create, present, and oversee the execution of digital strategies for our partners.

Required Qualifications:

- Bachelor's degree in marketing, communications, business, statistics, information science, or a related field (or equivalent combination of education and experience).
- 2–5 years of professional experience in digital marketing analytics, marketing measurement, CRM/email analytics, or performance marketing.
- Hands-on experience with GA4 and Google Tag Manager, including implementing and QA testing event and conversion tracking and using web analytics to inform recommendations.
- Experience building and maintaining dashboards and reports in Looker Studio (or a comparable BI/data visualization tool).
- Experience with CRM and/or email marketing platforms (e.g., Salesforce Marketing Cloud, Salesforce, Slate, Mailchimp), including a working knowledge of segmentation, lifecycle/journey concepts, and campaign performance measurement.

Desired Qualifications:

- 5+ years of progressive experience in digital marketing analytics/measurement, CRM/email analytics, or performance marketing (or equivalent combination of education and experience).

- Strong communication and presentation skills; ability to translate data into clear insights and recommendations for non-technical stakeholders.
- Experience with data visualization tools such as Tableau (and/or Looker Studio).
- Experience in higher education marketing and analytics (or similarly complex, multi-stakeholder environments).
- Demonstrated ability to manage multiple projects concurrently and prioritize effectively.
- Working knowledge of UX, SEO, and paid media measurement, with the ability to partner with channel experts to optimize performance.
- Demonstrated commitment to creating a positive, inclusive work environment.

Financial/Budgetary Responsibility:

N/A

Working Conditions:

Typically Monday - Friday 8a-5p, with availability outside of normal business hours for unique situations as needed. Work setting will be both in person and remotely.

Physical Requirements:

May be in a stationary position for an extended time

Direct Reports:

N/A

Approved by:	Nick Kaleba, Katie McCarty
Date approved:	4/7/26
Reviewed By:	Shelli Aldrich-Reed

Note: Job descriptions should be reviewed annually and updated as often as necessary.