AUBURN
Human Resources

Athletics Business Intelligence Analyst

Job Description

JOB INFORMATION

Job Code	MA84
Job Description Title	Athletics Business Intelligence Analyst
Pay Grade	IT06
Range Minimum	$57,160
33rd %	$70,500
Range Midpoint	$77,170
67th %	$83,840
Range Maximum	$97,180
Exemption Status	Exempt
Organizational use restricted to the following divisions	130 Director Intercollegiate Athletics
Approved Date:	1/9/2026 12:23:56 PM

JOB FAMILY AND FUNCTION

Job Family:	Information Technology
Job Function:	Business Systems Analysts

JOB SUMMARY

This position leverages existing data systems and a CRM platform to develop business intelligence processes and analytics that strengthen ticketing, fundraising, and marketing operations. Responsibilities include database development, Salesforce administration, and integration of web applications and reporting tools. The role focuses on process optimization, data governance, and delivering actionable insights through dashboards and analytics. Collaboration with cross-functional teams ensures technical solutions align with business goals and enhance customer experience.

RESPONSIBILITIES

- Designs and maintains relational database structures to support ticket sales, donations, and marketing operations; develops and optimizes SQL queries for reporting and analytics.
- Configures and manages IIS web applications to ensure reliable performance of reporting tools and integrated platforms.
- Serves as the Salesforce product specialist, overseeing data modeling, workflow automation, and integration with third-party tools to enhance CRM functionality.
- Collaborates with cross-functional teams to gather business requirements and translate them into technical solutions that improve operational efficiency.
- Develops and maintains dashboards and AI-driven reporting tools, enabling stakeholders to access self-service analytics and actionable insights.
- Provides user training and support for CRM and ticketing systems, ensuring adoption of best practices and efficient use of technology.
- Designs and optimizes business processes related to ticket sales, fundraising, and fan engagement, leveraging AI, automation and data-driven strategies.
- Complies with data governance policies as well as industry regulations.
- Performs data migration and integration tasks across multiple systems, maintaining data integrity and accuracy.
- Analyzes complex business problems using data-driven approaches and recommends solutions to improve performance and customer experience.
- Documents technical processes and workflows in alignment with Agile or Waterfall methodologies, ensuring clarity for stakeholders.
- Monitors emerging technologies and trends, proactively recommending enhancements to existing systems and processes.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	No supervisory responsibilities.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	in Computer Science, Information Systems, Data Science, or related field.	and	3 years of	experience in data analysis, data architecture, or similar technical experience. Experience in ticket sales, fundraising, or marketing environments is desired.	Or
Master's Degree	in Computer Science, Information Systems, Data Science, or related field.	and	1 year of	experience in data analysis, data architecture, or similar technical experience. Experience in ticket sales, fundraising, or marketing environments is desired.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Demonstrated flexibility in adapting to evolving business needs, products, and technologies.	And
Strong attention to detail and organizational skills.	And
Proactive approach to learning new tools and industry trends.	And
Advanced proficiency in relational databases, with a strong command of SQL for data extraction, manipulation, and reporting.	And
Experience with data migration, integration, and reporting across multiple systems.	And
Proven ability to partner with cross-functional teams to gather, analyze, and translate operational requirements into effective technical solutions.	And
Ability to analyze complex business problems, develop data-driven insights, and recommend actionable solutions.	And
Expertise in data governance, integrity, and security best practices, ensuring compliance with organizational and industry standards.	And
Strong communication and presentation skills, capable of conveying technical concepts to non-technical stakeholders.	And
Proficiency in using contemporary Business Intelligence (BI) tools such as Power BI, Tableau, or Qlik for data analysis and reporting.	And
Demonstrated proficiency in prompt engineering, with the ability to design and optimize AI prompts to achieve accurate, context-aware, and task-specific outputs.	

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Office and Administrative Support

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Walking			X			
Sitting					X	
Lifting		X				
Climbing		X				
Stooping/ Kneeling/ Crouching		X				
Reaching		X				
Talking					X	
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme temperatures		X			
Hazards		X			
Wet and/or humid		X			
Noise			X		
Chemical		X			
Dusts		X			
Poor ventilation		X			

Vision Requirements:

Ability to see information in print and/or electronically.

Travel Requirements:

None Required