Research Assistant Job Posting: Alumni Engagement Tracking
Simon Fraser University

Research Assistant
Alumni Engagement Tracking

Project description

SFU’s Vice President Advancement & Alumni Engagement office, and the Beedie School of Business are developing a tracking system to measure alumni engagement. The successful candidate will conduct internal interviews to ascertain important elements for SFU to capture in the development of its tracking system (e.g. connecting with SFU KEY to explore opportunities for data capture and analysis), and conduct a global environmental scan of best practices in alumni engagement tracking methods. Included will be an assessment of the existing alumni engagement tracking methods used by both the VP Advancement & Alumni Engagement office and the Beedie School of Business, respectively.

The research and analysis will culminate in a report outlining a proposed methodology for assigning engagement points to yield the best approach to measurement and reporting. The outcome of measuring alumni engagement will be to assist with program impact assessments and evaluation, and to identify those with the following potential:

- alumni who are poised to increase their involvement with SFU and/or to potentially become donors;
- alumni to be recognized for their service;
- and, alumni with potential to support SFU strategic initiatives.

Findings may also inform the evaluation of the existing alumni engagement tracking models

Job responsibilities:

- Attend project meetings with supervisors, to obtain requirements of project and timelines,
- Attend other meetings as necessary, such as with IT support and those who manage alumni relationships,
- Conduct reviews (online and/or via phone and email interviews) of current engagement methods, with some input from supervisors,
- Collect and analyze data,
- Prepare final report, summarizing project results and provide recommendations on suggested methodology,
- Prepare other articles, reports, and presentations, and
- Monitor the project budget.

Minimum qualifications/requirements
• Academic and/or work experience related to operations management, marketing analysis, statistics/analytics, and/or big data,
• Experience with specialized software, such as database systems,
• Satisfactory academic progress, as defined by the supervisor,
• Ability to communicate effectively via email, phone, and in-person interactions,
• Ability to analyze large amounts of information to identify themes and trends,
• Ability to compare and contrast existing systems with best practices and to form recommendations,
• Ability to maintain confidentiality of data,
• Preference for a student in a graduate program, but will also consider an undergraduate student with appropriate experience.

Work term: Anticipated 35 hours to complete project. Start date as soon as possible with completion by July 31, 2017.

Supervisor/Reports to: John Grant (VP Advancement & Alumni Engagement Office) and Karen Lee (Beedie School of Business).

Rate of pay: $22/hour (includes vacation and statutory holiday pay, no medical or dental benefits)

To Apply – Applicants should submit:

1. One-page cover letter, clearly addressing how you meet the qualifications and skills as listed above,

Organize applications as one PDF attachment and address them to Karen Lee, Manager, Alumni Engagement, Beedie School of Business, email beedie_alumni@sfu.ca. (Include subject line: Research Assistant – Alumni Engagement)

Note: References will only be requested from short-listed candidates.

Complete applications received by Monday, June 12, 2017 at 4:30 pm will be considered. We appreciate all replies to this position posting, however, we will only contact short-listed applicants.