

# Harpeth Hall

## **Database/Website Administrator and Analyst**

**Reports to:** Director of Information Services and Director of Strategic Communications

**Job Summary:** This is a full-time position that oversees and manages the Veracross database and the school website. This is a full-time, 12-month, non-FLSA exempt position.

### **Qualifications:**

Bachelor's degree (advanced degree preferred) in related field

Experience managing and troubleshooting databases and websites

Excellent interpersonal and customer service skills

Experience in technology training and web development

Experience in search engine optimization (SEO)

Experience in preparing website analytics reports

Proficient in HTML, Google Analytics, and Microsoft Excel

Strong communication and technical writing skills

Strong project management and problem solving skills

Ability to think strategically, establish priorities, show initiative, anticipate needs, and meet deadlines

Ability to multi-task and juggle multiple projects with consistent follow-through

Ability to work both independently and as part of a team

Ability to remain calm and supportive in times of tension and stress

Ability to communicate effectively with both adults and students

Strong documentation skills and attention to detail

Ability to develop strong partnerships with members of other departments

Ability to maintain a positive attitude, a strong commitment to customer service, and professionalism

### **Responsibilities include, but are not limited to:**

#### ***Database Administrator:***

- Oversee and support all aspects of Veracross and its users within the school.
- Maintain a database procedure manual and annual calendar/timeline.
- Create accounts, assign rights and permissions to database/portal users, assisting with login and navigation when needed.
- Maintain data integrity (duplicates, record merging, updates, etc).
- Help to establish standards, policies, and procedures for data entry, data organization and user permissions.
- Manage database email account, responding to needs as they arise.
- Work with departments, particularly admissions, to utilize the full complement of database capabilities such as queries, reporting, and data analysis to answer questions and to anticipate and fulfill needs.
- Coordinate with upper and middle school offices to publish schedules, grades, transcripts, online forms, course registration, and other events/activities impacting high numbers of users.
- Participate in regular meetings with account representative to troubleshoot and resolve issues and to find creative solutions to needs.
- Conduct training sessions and prepare written and video materials for users.
- Communicate constituent data changes/additions with offices using other databases.

- Work with the Director to recommend and implement enhancements and new features to the database and its corresponding portals.
- Help to establish standards, policies, and procedures for data entry, data organization and user permissions.
- Apply updates, communicate changes/enhancements, and train users for implementation.
- Oversee integration with website.
- Perform other duties assigned by the Director of Information Services as needed.

***Website Administrator and Analyst:***

- Serve as the school-wide contact for Finals site.
- Work with Director of Strategic Communications on website strategy/site map. Create pages as directed and ensure page owners have the functionality they desire to meet goals.
- Create accounts, assign rights and permissions to all website users, helping with logins and navigation where appropriate.
- Create and manage website event registrations, and train designated people to create registrations.
- Train designated faculty and staff members to edit and update various sections of the website.
- Work with Director of Strategic Communications to make updates to structure and design of department pages and layouts to continually improve the presentation of information about our school and promotion of our school.
- Develop and implement annual site maintenance/upgrade schedule and conduct regular website sweeps to find/fix and update old or broken content.
- Recommend/implement site enhancements to improve school SEO and traffic to the site.
- Develop and maintain website analytics dashboard; produce monthly and annual reports.
- Assist with digital content posts, including blog posts, social media, news stories, etc.
- Manage documents and photos stored on website, including homepage sliders.
- Work with Finals site to troubleshoot issues and find new/creative solutions to needs and questions from various departments.
- Assist in creating communication templates and sending messages to various audiences via the website or database.
- Perform other duties assigned by the Director of Strategic Communications as needed.

***Professional Development and Leadership:***

- Represent Harpeth Hall and the Communications and Information Services departments in a positive manner.
- Remain current on database and website skills and industry trends, attending training and conferences regularly.
- Establish and maintain cooperative and effective working relations with all departments, constituents, and colleagues.