Senior Market Analyst

Department:
Division of Marketing and Recruitment and UG Admissions

Post:
Permanent
Salary in the range of £37,467 – £43,434 – pay award pending (a market supplement may also be available for the right candidate subject to skills, knowledge and experience.

Applications should be submitted as soon as possible but at the latest by Noon, Friday 5 August with interviews taking place immediately for suitable candidates.

If you are interested in working at the University of Bolton, please download the detailed job description from the link below **and send a CV and covering letter** to jobs@bolton.ac.uk.

Please ensure that you tell us exactly how you meet the role requirements set out in the Job Description/Person Specification and why you would like to join our team.

The Job Description/Person Specification can be viewed on our website https://www.bolton.ac.uk/staff-area/professional-services/about-hr/vacancies/ or requested by email : jobs@bolton.ac.uk

Please ensure that you quote the position reference on all documentation submitted.

Candidates must be eligible to work in the UK, for more information please visit https://www.gov.uk/check-uk-visa.

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At the University of Bolton, we are proud to put our students and their needs first - it's what we're all about. We know what it takes to provide a university experience that students love and that prepares them for employment; that's why we've been ranked 1st in the North West for Student Satisfaction for the past 5 years by The Complete University Guide and are now 5th in the UK for Teaching Quality (Times and Sunday Times Good University Guide 2022)

As we embark on the next step in our development and prepare to launch our new academic strategy we are looking to recruit a **Senior Market Analyst** to support the University's growth ambitions.

This role will be pivotal in ensuring that we have a data-driven and evidence-led approach to course portfolio development, market segmentation and marketing planning. This role will be responsible for developing a rigorous and robust framework for the evaluation of our existing courses and the identification of new market opportunities using internal, external data and competitor analysis.

You will have a background in market research or data science and, ideally, experience of working in higher education with thorough knowledge of the data and market environment of this sector. Your ability to work independently to scope and carry out projects, analyse and present data in an accessible way and provide thoughtful and actionable recommendations is more important though.

As a senior member of the team, you will be comfortable working with senior academic colleagues as well as executive level managers. You will be able to use your experience to instigate change to processes and encourage a much more market-oriented approach across a range of strategic activities.

At the University of Bolton, we believe that our strong teamwork ethos has been critical to our success. As a committed team, we support each other, and our pride for doing the best shows in our recent results. To join our happy/motivated team, key is having a passion for doing things right, enhanced by a 'can do' attitude. We like to challenge, and be different for all the right reasons. The working environment is friendly, and we work as 'one'.

Informal enquiries regarding this role should be made to the Director, Paul Starkey via email in the first instance p.starkey@bolton.ac.uk