

Job Description

Position:	Senior Market Analyst
School/Service:	Division of Marketing and UG Recruitment & Admissions
Reference:	MRA-042/P
Status:	Permanent
Hours:	36.25 hours per week
Responsible to:	Director of Marketing and UG Recruitment & Admissions

Main Function of the Position:

- To be responsible for the delivery of a customer-focused and evidence-led approach to portfolio planning and student recruitment
- To lead in the design, analysis and reporting of market research and insight in relation to course portfolio, marketing and recruitment across the institution
- To develop and implement a framework for the rigorous assessment of market potential for new courses across the institution to aid long-term strategic planning and decision-making
- To develop and implement a framework for competitor analysis, monitoring, reporting
- To carry out, analyse and report on audience research to inform development of all touchpoints on the customer journey and to understand customer segments
- To carry out, analyse and report on market research projects to inform and evaluate marketing campaigns, customer satisfaction

Principal duties and responsibilities:

1. To develop and implement an analysis and market potential framework to aid the University in making decisions around its product/course portfolio including:
 - a. Supporting academic departments and senior management by providing robust market analysis to aid decision-making on the current course portfolio and new course proposals.
 - b. Establishing a pipeline of potential course developments and schedule of work to provide rigorous analysis of proposals to inform decision-making and minimise risk.
 - c. Regular diagnosis of external forces at work (macro-environmental factors and market dynamics and trends) across different sectors/markets.
 - d. Market environment scanning to identify gaps in the product portfolio and opportunities for the University to diversify on the basis of robust data analysis combined with intuitive understanding of the market.
 - e. Regular analysis of internal performance in relation to changes in demand, applications, enrolments, conversion rates, average tariff, market share, league table positioning, etc.
 - f. Competitor analysis for each subject area in terms of; application and enrolment performance; the attractiveness of their portfolios (positioning, content, strengths and weaknesses); investment; new courses and closed courses.
 - g. Regular analysis of data including UCAS, HESA, labour market, sector skills etc to inform proposals and decision-making.
 - h. Establishing an annual programme of market research and data analysis which ensures that every subject area is fully reviewed in time to feed into the five-year Periodic Review and Re-approval (PRR) process.
2. Establish tools to enable the University to determine on what basis it will compete in each subject area (e.g. geographically, customer segments, channels, positioning etc).

3. To design, project manage and carry out from conception to completion ad-hoc quantitative and qualitative market research and insight projects for the division (and from time-to-time other university departments) including surveys, focus groups, interviews and desk research.
4. To ensure a thorough understanding of the University's different customers by carrying out segmentation analysis and advising on actioning and implementing findings across the marketing mix.
5. To be responsible for the generation of internal data reports to the Board of Governors, Executive Board, Committees and other working groups in relation to recruitment and admissions.
6. To develop new ways of disseminating data and reports including working with colleagues in Student Data Management to design and generate management information reports.
7. To generate ad-hoc data analysis from SITS and other data sources using SQL or similar.
8. To establish and implement methods and processes for the University to track performance in relation to its brand perception, customer service satisfaction and applicant decision making (acceptors and decliners).
9. To provide expert guidance and advice to academic and professional support departments and to provide regular data and market briefings related to student recruitment and admissions.
10. To be responsible for commissioning research with external market research agencies, consultants or other suppliers and ensuring that projects run on time and to budget.
11. To support the division's schools outreach team in implementing the University's evaluation and impact framework to their various activities and interventions.
12. Utilising historic and current cycle data to inform admissions policies and practices including: entry tariff, offer making levels, conversion analysis.
13. To act as a member of the management team within the division and to advise other managers, the Director and Executive Director on market dimensions influencing the division.

14. To keep up-to-date with sector developments and insights and provide marketing intelligence and competitor analysis in relation to university recruitment and admissions.
15. To work flexibly as part of a team including working evenings and weekends when required to meet the demands of the Marketing and UG Recruitment and Admissions Team.
16. To participate in, and uphold, the University's Equal Opportunities Policies.
17. Ensure and maintain integrity and confidentiality of data and associated data protection requirements in line with statutory and corporate requirements.
18. Ensure a safe working environment and abide by University health and safety policies and practices and to observe the University's Equal Opportunities policy and Dignity at Work policy at all times.
19. To undertake any other duties as may be required commensurate with the grade of the post as requested by the Director.

Note:

This post may require travel within the UK and the post holder must be prepared to undertake such travel and work outside normal working hours during evenings and weekends. The University will ensure an appropriate working and non-working balance to recognise this working pattern. Annual leave restrictions are in place during August and September each year.

This is a description of the position requirements as it is presently constituted. It is the University's practice to periodically review job descriptions to ensure that they accurately reflect the position requirements to be performed and if necessary update to incorporate changes were appropriate. The review process will be conducted by the relevant manager in consultation with the post holder.

Please note that this appointment is be subject to Disclosure and Barring Clearance.

Person Specification

Position:	Senior Market Analyst	Reference:	MRA-042/P
School/ Service:	Marketing and UG Recruitment Admissions	Priority	Method of Assessment
Criteria		(1/2)	
1	Qualifications		
1 a)	Honours degree in a relevant subject area or equivalent level of experience	1	Application Form/Documentation
1 b)	Postgraduate or professional marketing/market research/data science qualification in related discipline	1	Application Form/Documentation
2	Skills / Knowledge		
2 a)	Knowledge of the major issues surrounding recruitment, widening participation and progression to HE	1	Application Form/Interview/Presentation
2 b)	High level of numeracy to include advanced skills in data analysis	1	Application Form/Interview/Presentation
2 c)	Skilled in both quantitative and qualitative market research	2	Application Form/Interview
2 d)	Understanding of the higher education sector and current issues in student recruitment	1	Application Form/Interview
2 e)	Strong communication skills with the ability to build relationships and present to a variety of audiences	1	Application Form/Interview/Presentation
2 f)	Strong project management skills	1	Application Form/Interview
3	Experience		
3 a)	Relevant experience of all aspects of market research and data analysis	1	Application Form/Interview
3 b)	Experience of preparing high level, audience appropriate reports, datasets and briefings	1	Application Form/Interview
3 c)	Experience of working with complex data sets and using data visualisation tools (e.g. Tableau, PowerBI)	1	Application Form/Interview
3 d)	Experience in preparing evidence-led, impactful reports and making recommendations to aid decision-making	1	Application Form/Interview
3 e)	Experience of market research and insight in an education setting	2	Application Form/Interview
4	Personal Qualities		
4 a)	Awareness of the requirements associated with operating within a customer service environment	1	Interview
4 b)	Commitment to continuous improvement and creative ways of working	1	Interview
4 c)	Commercial awareness and an understanding of the dynamics of the market in UK higher education	1	Interview

4 d)	Ability to work independently without close supervision and use of initiative to meet goals/deadlines	1	Interview
4 e)	Self-motivation, energy and determination and a willingness to work outside normal hours, as the post demands.	1	Interview
4 f)	Able to work effectively as a member of the Marketing and Recruitment Team	1	Interview
4 g)	Commitment to continuous improvement and creative ways of working		
4 h)	A strategic thinker who is able to think creatively and maintain a commitment to the achievement of long-term goals	1	Interview
5	Other		
5 a)	Willing to undertake staff development, which may take place outside the University	1	Interview
5 b)	Awareness of the principles of the Data Protection Act, Health & Safety, Freedom of Information Act, Prevent and the Bribery Act	1	Interview
5 c)	Available to work flexibly and travel as appropriate in order to meet the needs of the service	1	Interview
5 d)	Commitment to the University's policy on equal opportunities and diversity	1	Interview

Note:

1. **Priority 1** indicates **vital** criteria - a candidate would be unsuccessful if unable to satisfy a Priority 1 criteria.
2. **Priority 2** indicates **desirable** criteria - candidates failing to satisfy a number of these are unlikely to be successful.
3. It is the responsibility of the employee to ensure any professional accreditation/membership remains current.
4. Employees are expected to have access to suitable IT equipment and broadband internet access at home to work remotely if required.