

MARKET RESEARCH, EVALUATION AND POLICY MANAGER (Maternity Cover)

Job Ref: REQ17971

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

Job Description

Job Grade: Management & Specialist Grade 7

Job Purpose

To effectively lead, manage, oversee and develop the work of a small team responsible for market research, insights, prospect research/the Raiser's Edge database, and monitoring and evaluation linked to the University's Access Agreement and associated regional widening participation initiatives. To act as a lead in terms of upcoming policy developments in HE and their potential impact on recruitment operations specifically. To drive innovation and best practice in relation to our strategic and operational use of data and analysis to support recruitment campaign planning and widening participation activities

Job Duties

Leadership and Management:

- To provide excellent leadership to the team including ensuring that staff are supported, well trained, have access to opportunities for personal and professional development and are effectively managed to deliver optimal performance
- To inspire, motivate and encourage staff to deliver an excellent service
- To oversee budgetary expenses related to the team
- To manage and oversee the overall performance of the team including achieving targets through ongoing process improvement and the embedding of a culture of innovation and high performance

Technical and Specialist:

- To act as the main operational lead on market research, evaluation and policy in relation to recruitment activities
- To utilise, analyse, and interpret data and information sources available to support portfolio innovation and schools as required; to horizon scan in relation to policy shifts and market changes and advise the Head of Student Recruitment, Marketing and Admissions and other senior colleagues as required and to ensure that University returns in relation to data required under the Access Agreement is robust, rigorous and current
- To provide direction and guidance on priorities for Raiser's Edge database developments that align with Marketing and Advancement priorities and that enhance data quality
- To oversee Raiser's Edge database governance/data sharing, as well as the production of thorough documentation, the review of database policies and compliance, and the identification of opportunities to maximize the potential benefits of alumni data across the institution
- To build and establish effective networks with key internal and external stakeholders and to manage and nurture those relationships face-to-face, via social media and through regular communications
- To work closely with specialists in the Planning team as required

- To harness data, research and ongoing monitoring and evaluation data to support broader campaign strategy and planning across Marketing and Advancement with a specific focus on recruitment and to make ongoing enhancements to service delivery
- To offer consultancy and support to academic schools on the market research and data available to them and to raise awareness of the service internally
- To actively champion the use of data and research in strategy and planning in relation to recruitment and widening participation activity and to share this information broadly across the organisation
- To stay up-to-date with new innovations, processes and developments in the areas within the post holder's remit to ensure that Loughborough is seen as a leader in the field by peers
- To monitor and contribute to student recruitment development in higher education within the region and nationally in order to improve the team's service to admissions tutors, teachers, advisers, and prospective students and parents
- To proactively monitor and evaluate the success of campaigns and broad based recruitment activities to drive continuous improvement
- To keep abreast of developments in policy from the Government and professional bodies such as UCAS and Student Finance and to ensure that potential and expected operational impacts are flagged appropriately at an early stage

Points To Note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

Special Conditions

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

Organisational Responsibility

Reports to the Head of Student Recruitment, Marketing & Admissions.

Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

Essential Criteria

Area	Criteria	Stage	
Experience	Significant management experience of leading and delivering market research, evaluation and policy advice	1,3	
	Experience of financial planning and management	1,3	
	A strong track record of delivery in a marketing or recruitment environment	1,3	
	Significant experience of delivering presentations and public speaking	1,3	
	Experience of using CRM systems and databases	1,3	
	Experience of interpreting policy shifts and changes in the context of operational impact	1,3	
Skills and abilities	Exceptional management and people skills	1,3	
	A sound understanding of undergraduate student recruitment, marketing, outreach and admissions	1,3	
	Excellent communication skills	1,3	
	Highly developed project management skills	1,3	
	Exceptional organisational and planning skills	1,3	
	Excellent written communication skills	1,3	
	Strong understanding of key legislation e.g. FOI, Data Protection Act and Copyright Law	1,3	
	Strong analytical and research skills	1,3	
	Excellent interpersonal skills	1,3	
	A commitment to innovation	1,3	
	Tact, diplomacy and the ability to deal with confidential and sensitive information	1,3	
	Wide-ranging understanding and appreciation of relevant national HE developments, policies and benchmarks	1,3	
	Training	A willingness to undertake further training as appropriate, and to adopt new procedures as and when required.	1,3
	Qualifications	First degree or equivalent	1,3
Other	A commitment to equality and diversity with the ability to role model, adhere to and advocate the University's Equality and Diversity policy	1,3	
	Willingness to work flexibly and out of hours as required including some weekend working	1,3	

Desirable Criteria

Area	Criteria	Stage
Qualifications	Professional membership of a relevant professional body (CIM, HELOA, etc)	1,3

Conditions of Service

The position is full time and is a fixed term maternity cover post for 12 months or the earlier return of the post holder, whichever is soonest. Salary will be on Management & Specialist, Grade 7, (£39,992 - £47,722) per annum, at starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's normal Terms and Conditions of Employment for Academic and Related staff, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which are available at <http://www.lboro.ac.uk/services/hr/a-z/family-leave-policy-and-procedure---page.html>.

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>

Informal Enquiries

Informal enquiries should be made to Abbie Loney, Market Research, Evaluation & Policy Manager by email at A.A.Loney@lboro.ac.uk or by telephone on (01509) 223493.