

## Market Research Assistant

REQ200041

### Department summary

Marketing and Advancement brings together a wide range of teams spanning marketing, communications, web and digital, student recruitment, outreach, market research, international recruitment, creative services and print, and development and alumni relations.

### Job Description

**Job Grade:** Administrative Services Grade 4

### Job Purpose

To assist in supporting a wide range of market research activities in order to provide intelligence feeding into the marketing and recruitment strategy of the University. The role will involve working closely with the Market Research Team and colleagues across Marketing and Advancement and the wider University, to support research activities into new programme development, provide insights on market trends and coordinate competitor monitoring activity. The role will also provide analysis and administrative support linked to the University's Access and Participation Plan and widening participation initiatives.

### Job Duties

1. To assist the Market Research Officer in researching new programme ideas. This will involve reviewing the offer at competitor institutions and undertaking basic analysis of quantitative data to feed into official reports on market demand.
2. To prepare a series of subject level market insight reports each year that combine a number of secondary data sources and consider recruitment trends for both the UG and PG markets.
3. To coordinate mystery shopping activities and other ongoing competitor monitoring across a range of different media, collating findings into summary reports to share with relevant colleagues.
4. To provide ad hoc market research support for Schools and Professional Services through desk research using print and online information sources.
5. To lead the ongoing monitoring of media reports and sector published research to feed into general market intelligence resources.
6. To support the coordination and delivery of focus groups as required for market research purposes.
7. To create and manage online feedback surveys and support the testing of in-house surveys in conjunction with the Market Research Officer.
8. To coordinate the promotion and application process for the University's Opportunity Scholarships designed to support students from widening participation backgrounds.
9. To provide cover for other colleagues at busy times and in cases of absence, by undertaking such duties and responsibilities which are commensurate with the grade and nature of the post.

10. To undertake any training and development deemed appropriate for the position by the Market Research, Evaluation and Policy Manager.
11. To ensure compliance with relevant University policies and procedures.

**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 Market Research, Evaluation and Policy Manager.

## 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
Qualifications	A levels or equivalent, as well as GCSE English & Mathematics.	1
Experience	Experience of dealing with multiple priorities and working to tight deadlines	1,3
	Experience of working within a busy office environment	1,3
Skills	Excellent communication and report writing skills with the ability to condense large amounts of information succinctly and appropriately for different audiences	1,2,3
	Good mathematical skills and competence in data analysis	1,2,3
	Excellent attention to detail and appreciation of the need for data accuracy	1,3
	Excellent IT skills including Word, Excel and PowerPoint	1,3
	Good understanding of digital and social media	1,3
	Excellent administrative and organisational skills	1,3
	Positive 'can do' attitude, self-motivated, and enthusiastic	1,3
	Excellent time management skills including a proven ability to plan and organise own workload and work on a range of tasks to meet tight deadlines	1,3
	Initiative, flexibility and the ability to adapt to a rapidly changing working environment and the needs of colleagues	1,3
	Proven ability to be proactive, prioritise tasks, learn independently, and solve problems	1,3
Training	A willingness to undertake further training as appropriate, and to adopt new procedures as and when required	1,3
Other	Commitment to working within the bounds of General Data Protection Regulations	1,3
	Evidence of a good working knowledge of equal opportunities and understanding of diversity in the workplace	1,3
	Willingness to work occasional evenings and weekends	1,3

### Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in a Higher Education setting	1,3
	Experience of analysing data and writing research reports	1,3
	Experience of market research survey software e.g. Snap and/or survey design	1,3

## Conditions of Service

The position is **full-time** and **open-ended**. Salary will be on Administrative Services Grade 4, (£20,675 - £24,462 per annum), at a 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 Grades 1-5 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 can be found [here](#).

The University offers a wide range of employee benefits which can be found [here](#).

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/>