

MARKET INSIGHT OFFICER

Job Ref: **REQ220756**

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

Department summary

Marketing and Advancement is an award-winning team spanning marketing, communications, web and digital, student recruitment, outreach, market research, international recruitment, creative services and print, and philanthropy and alumni relations.

Job Description

Job Grade

Administrative Services Grade 5

Job Purpose

The post-holder will be responsible for a wide range of market insight activities which feed into the intelligence that informs the University's marketing and student recruitment activities. Based within the Market Research Team, the role will involve working closely with 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. Given that the post-holder will also have responsibility for the management and administration of our in-house Student Opinion Panel, there will be slightly more emphasis on qualitative research activities – but some quantitative work will also be part of routine duties.

Job Duties

1. To be responsible for the management and administration of the University's Student Opinion Panel. This will include promotion and recruitment to the panel amongst current students, coordinating a programme of research activities, devising focus group session plans, facilitating qualitative sessions and designing short surveys/quick polls.
2. To coordinate competitor monitoring across a range of different media and to collate and report on findings to relevant colleagues in a timely manner.
3. To contribute to internal 'Market Insight Sessions' and briefings via delivering presentations and to represent the Market Research Team at student recruitment planning meetings as required.
4. To lead on the ongoing monitoring and cataloguing of sector published research and to identify relevant insight which can be fed into market intelligence reporting.
5. To design, build and administer short online surveys which inform student recruitment activity (e.g. event feedback surveys) and to meet any other survey insight needs across M&A on an ad hoc basis.
6. To produce market demand reports for Academic Schools and University committees for new programme proposals. This will involve analysis of large UCAS and HESA datasets, as well as interrogation of graduate labour market insight data and desk research.
7. To ensure the University's market research is undertaken in an ethical and GDPR compliant manner, with all personal/confidential information handled securely and with sensitivity.

8. 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.
9. To undertake any training and development deemed appropriate for the position by the Market Research, Evaluation and Policy Manager.

As part of the Marketing and Advancement Team, the post-holder may be required to work on wider projects at University level.

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	
Experience	Experience of undertaking qualitative and quantitative research and reporting on findings in a variety of formats as appropriate to the audience	1,3	
	Experience of dealing with a range of different colleagues at all levels	1,3	
	Experience of working individually and as part of a team	1,3	
	Experience of writing research reports and formulating recommendations on the basis of analysis	1,2,3	
Skills and abilities	Flexibility and the ability to adapt to a changing work environment.	1,3	
	Well-developed problem-solving skills, using initiative and judgement in more complex situation	1,3	
	Proven ability to be proactive and to plan and prioritise own workload independently	1,3	
	Well developed understanding of digital and social media platforms	1,3	
	Good mathematical skills and competence in data analysis	1,3	
	Able to work under pressure and meet competing deadlines.	1,3	
	Excellent interpersonal, organisational, oral and written communication skills.	1,3	
	Able to work with accuracy and attention to detail.	1,2,3	
	Experience of delivering presentations to large groups with confidence	1,3	
	Excellent practical IT skills including Microsoft Office and particularly Excel, PowerPoint and Teams	1,2,3	
	Training	Demonstrate evidence of having undertaken further training.	1,3
		Adopt new procedures as and when required.	1,3
	Qualifications	A level education or equivalent.	1
GCSE Grade C or equivalent in English and Mathematics.		1	

Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in a Higher Education setting.	1,3
	Experience of facilitating focus groups and/or research interviews.	1,3
	Experience of market research survey software e.g. Snap, MS Forms	1,3
Skills and abilities	Understanding and knowledge of relevant legislation eg GDPR, Data Protection Act	1,3

Qualifications	Market Research Society / CIM qualification	1
Other		

Conditions of Service

The position is FULL TIME and OPEN-ENDED. Salary will be on ADMINISTRATIVE SERVICES GRADE 5, £25,627-£30,497 per annum, at a starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's Terms and Conditions of Employment for STAFF GRADES 1-5, 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/>