

DATA INSIGHT OFFICER

Job Ref: REQ241090

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.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 and admissions, access and participation, market insight, 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 support the development and management of recruitment and admissions data, systems, and processes to ensure that high-quality data and management information is available for both internal and external purposes. Based within the Admissions Office, the post will work with undergraduate (UG) and postgraduate taught (PGT) applications and enhance the current data and reporting capability. The post-holder will also work closely with colleagues across Marketing and Advancement and identify opportunities to link data and insight from across the student recruitment cycle thus adding value to the University's UK and International student recruitment strategies.

Job Duties

- 1) To extract and manipulate UG and PGT admissions data from the University's student records system (LUSI) to provide regular management information reporting throughout the application cycle. This includes responsibility for data cleansing and the maintenance of student record system reports.
- 2) To prepare admissions data in response to FOI and other external requests in a timely manner, as well as routine admissions related data requested by Schools/Professional Services.
- 3) To engage with key stakeholders to identify different sources of admissions and recruitment data/insight and scope out the opportunities to use these to inform and add value to the University's student recruitment strategy.
- 4) To support the Admissions Manager (Data and Reporting) to identify, prioritise, and implement enhancements to current management information and reporting. This might involve, for example, greater analysis of agent information, contextual admissions, and students' eventual degree attainment by entry qualification type/level.
- 5) To develop a detailed understanding of the UG and PGT student application funnel, mapping application and conversion / attrition metrics by measures such as level of study, School/discipline, domicile. Ensure that the insight is shared with relevant colleagues to increase understanding of the applicant journey and support the development of recruitment activity.
- 6) To play a lead role scoping out and developing more effective links between University systems including the University's Customer Relationship Management (CRM) system. This will facilitate the prioritisation of specific

lead generation and conversion activity, enable improved in-cycle monitoring, and evaluate the long-term success of recruitment campaigns and initiatives.

- 7) To identify ways to present complex admissions and recruitment data in effective and innovative ways. Provide advice to and co-ordinate training sessions for key stakeholders to ensure a good understanding of the information presented and accurate use the insight available.
- 8) To support the Admissions Manager (Data and Reporting) enhance existing UG and PGT reporting as well as forecasting tools that project intake across different start dates/levels of study.
- 9) To provide critical support with respect to Undergraduate Confirmation and Clearing processes. This includes supporting the production of admissions data in advance of and during the A level results period, to help inform decision making.
- 10) To ensure the University's recruitment and admissions data is analysed in a GDPR compliant manner, with all personal/confidential information handled securely and with sensitivity.
- 11) 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.
- 12) To undertake any training and development deemed appropriate for the position.
- 13) As part of the Marketing and Advancement Team, the post-holder may be required to work on wider projects at University level.

Special Conditions

Working hours are typically 9:00am – 5:30pm, Monday to Thursday and 9:00am – 5:00pm Friday with an hour's break for lunch, but it may be possible to vary these to a limited extent. **Special restriction: annual leave cannot normally be taken after the first week in August and there may be some limitations in the first week in September.** This post may involve limited out of office hours e.g. weekends and evenings.

The University is committed to allowing its employees to work dynamically with a combination of working on campus and remotely, where possible. This role has been identified as a role that could work dynamically and if successful your manager will discuss these informal arrangements with you. Please note there is a general expectation that the successful candidate will spend the majority of time working on campus.

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 Admissions Manager (Data and Reporting).

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 quantitative analysis and reporting on findings in a variety of formats as appropriate to the audience	1,2,3	
	Experience of preparing reports that summarise data and formulate recommendations on the basis of analysis undertaken	1,2,3	
	Experience of extracting and manipulating data	1,2,3	
	Experience of working individually and as part of a team	1,3	
Skills and abilities	Well-developed problem-solving skills, using initiative and judgement when presented with complex situations	1,3	
	Proven ability to be proactive and to plan and prioritise own workload independently	1,3	
	Flexibility and the ability to adapt to a changing work environment.	1,3	
	Strong mathematical skills and ability to work with, interpret and prepare numerical data	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	
	Excellent practical IT skills including Excel.	1,2,3	
	Training	Demonstrate evidence of having undertaken further training.	1,3
		Willingness to adopt new procedures as and when required.	1,3
Qualifications	First degree	1	
Other	Evidence a good working knowledge of equal opportunities and understanding of diversity in the workplace	1	

Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working with large databases, SQL and analysing complex data sets	1,3
	Experience of using Business Intelligence Tools e.g. Tableau	1,3
	Experience of working in a Higher Education setting, particularly within student recruitment related function	1,3
Skills and abilities	Understanding and knowledge of relevant legislation e.g. GDPR, Data Protection Act	1,3

Conditions of Service

The position is FULL TIME and OPEN-ENDED. Salary will be on ADMINISTRATIVE SERVICES GRADE 5, £28,879-£33,882 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/>