

## MARKET INSIGHT OFFICER (0.8 FTE)

Job Ref: REQ241156

**As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.**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 Insight 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 the sharing of intelligence linked to student recruitment. The role has slightly more emphasis on quantitative research activities – but some qualitative work will also be part of routine duties.

#### Job Duties

1. 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 data and desk research.
2. To provide insights from student and employer market demand data which inform the development of the university's portfolio in the medium and longer term, ensuring it is fit for purpose and attractive to our target audiences.
3. To be responsible for the design, build and analysis of all applicant surveys (including recruitment event feedback surveys) ensuring that robust insights are disseminated in a timely and accessible manner across the University. The post-holder is expected to adopt a dynamic and creative approach to achieving good response rates and to provide clear recommendations on the basis of evidence.
4. To become an expert user of the University's labour market insight data platform, ensuring that maximum value and opportunity is gained from the service across the University, with a specific focus on portfolio and programme development.
5. To contribute to internal 'Market Insight Sessions' and briefings by delivering presentations and to represent the Market Insight Team at student recruitment meetings as required.
6. To monitor secondary published research on an ongoing basis, distilling, and identifying insights which can be fed into market intelligence reporting.

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 Insight 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 Equity & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equity & 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 Insight 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 situations	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
	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

	Skills in data visualisation software e.g. Tableau or PowerBI	1
Qualifications	Market Research Society / CIM qualification	1
	An undergraduate degree or previous market research experience within a professional environment	1
Other		

## Conditions of Service

The position is 0.8 FTE and OPEN-ENDED. Salary will be on ADMINISTRATIVE SERVICES GRADE 5, £28,879-£33,882 pro rata 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/>