

DATA OFFICER

Job Ref: REQ250045

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

School/Department summary

The strategic marketing team at Loughborough University play an invaluable role in advancing Loughborough's global reputation and securing the University's financial resource base through student recruitment, research income and impact and the diversification of revenue streams. We plan and deliver impactful, strategic and engaging campaigns and content that are brand-led, data-informed, audience-focused, integrated and measurable.

Part of the broader Marketing & Advancement directorate, our team of 36 is authentic, adventurous, responsible, creative and collaborative, and we are passionate about communicating the wider purpose of Loughborough, and of UK Higher Education and seek opportunities to lead the way in the sector.

Job Description

Job Grade Administrative Services grade 5

Job Purpose

The Data Officer will provide expert skills in data extraction and manipulation from a range of systems, and the ability to analyse, report on and present data in an appropriate format for internal audiences.

The role reports to the Performance Marketing Manager and will support them to deliver high quality data and insights to inform marketing planning and influence key decision makers and stakeholders within the university.

The Officer will provide monitoring, evaluation and tracking of marketing activity and sector developments, with a particular focus on providing quantitative data analysis. They will ensure data acquired from a broad range of sources – such as agencies, customer relationship management systems, in-platform and monitoring tools – is collated and used in the collation of reports for key internal stakeholders. With the Performance Marketing Manager, they will model and analyse market insight, campaign and channel data and management information for all our key audiences including prospective students and their influencers, academics, research funders, industry partners, policy makers and members of the public.

The role, with support from their line manager, will help the wider team to be data-led, and will need to work with colleagues across Marketing & Advancement who also provide analysis and reporting, this will include our admissions teams, planning, digital marketing and market insight.

Job Duties

- Manipulate, extract and analyse data from a number of sources and databases such as the CRM system, admissions and registry databases, market insight, planning, external marketing agencies and third-party data providers and produce marketing addressable reports to assist the team in producing data-informed annual plans

- Support the Marketing performance manager to design robust data methodology and maintain an efficient marketing performance dashboard that collates campaign data from brand, activation and conversion campaigns, as well as other sources of in-house data such as GA4 and monitoring tools, that allows the team to assess performance over time, analyse and interpret marketing campaign data and produce management reports as required
- Contribute data and insight for key planning and reporting milestones, monthly, quarterly and annually, demonstrating performance and return on investment for the team
- Monitor lead performance throughout the marketing funnel
- Support marketing insight and analysis projects as required, working closely with the market insight team on various market and sector insight projects
- Data cleaning, manipulation and accuracy checking and ensuring a consistent data language is upheld to ensure ongoing accuracy of reporting
- Provide accessible data insight and visualisations within reports
- Improve insight and analytics capabilities for the marketing and communications teams
- Provide recommendations regarding use of appropriate data, interpretation and analysis to inform marketing strategy
- Inform and influence how data is captured, stored and presented, ensuring GDPR, optimum use of data for all internal stakeholders for marketing and remarketing purposes
- Work closely with other teams across the division to share processes, data sources, definitions, trends, ideas and best practice, to ensure the teams complement one another and avoid duplication of effort.
- Respond to changing priorities and external social, political or environmental conditions, analysing changes likely to affect the higher education environment or marketing practices and anticipate market trends
- Support the Marketing Performance Manager to enhance monitoring methods to optimise efficiency, effectiveness and quality of reports and data.
- Develop specialist capability and expertise through external training programmes and experience
- Be a vocal champion and advocate for data and insight practices, demonstrating measurable value-add from these capabilities.
- Ensure compliance with relevant legislation such as GDPR, FOI and CMA.
- As part of Marketing and Advancement, the post may be required to work on wider projects at university level.

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 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 includes Belonging and Inclusion and, where appropriate, Recruitment and Selection.

Organisational Responsibility

Reports to the Marketing Performance 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	Previous experience of working in a data analysis role	1,3	
	Significant experience of working with large databases and analysing complex data sets	1,3	
	Highly numerate with experience of a range of quantitative and qualitative research techniques, including statistical analysis (e.g. summary statistics, parametric and non-parametric tests, regression analysis), research interviews, focus groups and observations	1,2,3	
	Experience of providing engaging data visualisations and reports in BI tools such as Tableau and PowerBI	1,2,3	
	Experience of solving complex data queries	1,2,3	
Skills and abilities	Well-developed communication and inter-personal skills, including evidenced ability to write appropriately detailed reports and clearly present complex data findings to different audiences	1,2,3	
	Good experience of analytics and database tools such as Excel, GA4, Python, R, Google Keywords, Brandwatch, SQL, as well as AI tools for data and insight	1,2,3	
	Experience of working with customer relationship management systems	1,3	
	Word processing, spreadsheet and presentation software (e.g. PowerPoint) skills	1,3	
	Ability to problem solve and find solutions	1,3	
	Excellent time management skills including a proven ability to plan and organise own workload and work on a range of projects to meet tight deadlines	1,3	
	Proven ability to work independently with minimal supervision and within a team setting	1,3	
	Excellent attention to detail	1,2,3	
	Able to deal with queries face-to-face, by telephone and in email.	1,3	
	Ability to handle personal/confidential information appropriately and with sensitivity.	1,3	
	Training	A willingness to undertake further training as appropriate and to adopt new procedures as and when required	1,3
		Qualifications	Educated to at least A Level standard with significant experience
	Other	A willingness to work flexibly according to the demands of the post	1,3
Understanding and experience of adhering to relevant legislation such as GDPR, FOI, CMA and copyright		1,3	
Commitment to the University's Equity, Diversity and Inclusion policy at all times.		1,3	

Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in the higher education sector	1,3
	Experience of negotiating data sharing agreements with external organisations	1,3
	Experience of analysing complex HESA, DfE or UCAS data	1,3
Skills and abilities	Experience of using qualitative data analysis software	1,3

Conditions of Service

The position is full time, open-ended. Salary will be on Administrative Grade 5 at a salary between £28,879 to £33,882, 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/Operational and Administrative 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/>