

MARKET INSIGHT MANAGER

Job Ref: REQ260365

Job Description

Job Family and Grade: Management & Specialist Grade 6

Job Purpose

To take a lead role in providing market insight that informs student growth plans and management of the University's portfolio of programmes. To act as a lead point of contact for competitor, sector, customer and other forms of trend analyses that underpin UK and international recruitment campaign planning.

Job Duties

- To act as lead point of contact in relation to operational queries about market insight and analysis
- To analyse and interpret data and information sources relating to student and labour market demand to support portfolio innovation and academic schools as required
- To provide horizon scanning insights using a range of data sources to help inform the decisions of senior leaders on the University's programme portfolio
- To take a lead role in quantitative data analysis projects such as tuition fee benchmarking
- To provide market insight reports to senior University committees and working groups on portfolio opportunities and other areas linked to University strategy
- To work closely with specialists in the Planning team on large datasets and purchases as required
- To conduct longitudinal research which tracks the University's external profile and reputation through a range of methods,
- To offer consultancy and support to academic schools on the market insight and data available to them and to raise awareness of the service internally
- To actively champion the use of data and insight in strategy and planning in relation to student recruitment and to share this information broadly across the organisation in a clear and accessible manner
- To work closely with other members of the Market Insight team to ensure a consistent and joined up approach to delivery of market insight
- To deputise for the Assistant Head of Future Students and Marketing Operations (Market Insight) when required.
- To keep abreast of developments in policy from the Government and professional bodies such as UCAS and Student Finance

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 outlined in the document.

Organisational Responsibility

Person Specification

Your application will be assessed based on the essential and desirable criteria listed below.

Applicants are strongly encouraged to explicitly demonstrate how they meet each essential (and desirable) criteria at the application stage. The criteria that you need to demonstrate in your application will be listed as Stage 1 in the table below.

Stages of assessment are as follows:

- 1 – Criteria measured within the Application
- 2 – Criteria measured at Test/Assessment Centre/Presentation
- 3 - Criteria measured at Interview

Essential Criteria:

Area	Criteria	Stage
Experience	Experience of leading and delivering a broad range of market insight	1,3
	A strong track record of delivery in a market insight or student recruitment environment	1,3
	Experience of delivering presentations and public speaking	1,3
	Experience of analysing large datasets and reporting on quantitative insights in a succinct manner	1,3
	Experience of running focus groups and other qualitative research methods	1,3
	Experience of providing recommendations based on market insight and data to senior leaders	1,3
	Experience of quantitative survey design and software	1,3
Skills and abilities	A sound understanding of higher education student recruitment, marketing and admissions	1,3
	Exceptional organisational and planning skills	1,3
	Excellent written communication and report writing skills	1,2,3
	Strong understanding of key legislation e.g. FOI, Data Protection Act and Copyright Law	1,3
	Highly numerate with strong analytical and research skills	1,2,3
	Excellent interpersonal skills	1,3
	Strong IT skills, in particular, MS Excel skills	1,2,3
	Tact, diplomacy and the ability to deal with confidential and sensitive information in a compliant manner	1,3
	Wide-ranging understanding and appreciation of relevant national HE developments, policies and benchmarks	1,3
	Excellent attention to detail	1,2,3
Training	A willingness to undertake further training as appropriate, and to adopt new procedures as and when required	1,3
Qualifications	Degree level education or equivalent experience	1,3
Other	A commitment to equality and diversity with the ability to role model, adhere to and advocate the University's Equality and Diversity policy	1,3

	Willingness to work flexibly and out of hours as required including some weekend working	1,3
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Desirable Criteria: These are skills, experience and competencies that are additional extras that may be used to narrow the pool down if we receive a high volume of applications that meet the essential criteria.

Area	Criteria	Stage
Qualifications	Professional membership of a relevant professional body (CIM, MRS, HELOA, etc)	1,3
Experience	Experience of using large UCAS and HESA datasets	1,3
	Experience of using labour market demand data	1,3
Skills and abilities	Ability to use data visualisation platforms e.g. Tableau, MS Power BI	1,3

Conditions of Service

The appointment will be subject to the [University's Terms and Conditions of Employment](#) relevant to the job grade.

Shared University Responsibilities

As a member of the Loughborough community, you are expected to:

- Take reasonable care of yourself, others and the environment, and to prevent harm by your acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Sustainability Policies & Procedures.
- Support and contribute to the University's commitment to principles of equity, diversity and inclusion (EDI) while carrying out all duties, behaving in a manner that treats others with dignity and respect and upholds every persons right to lawful freedom of expression, freedom of speech and academic freedom. Further information about EDI at Loughborough and our strategic aims is available on our website.

Our Purpose, Vision, and Values

Our purpose, Vision and Values underpin all that we do and shape how we work together at Loughborough.

We're proud to promote our values: **Adventurous, Collaborative, Creative, Authentic** and **Responsible**. Our people bring these values to life every day, and they are central to the positive and supportive culture that makes Loughborough unique.

If you join us, you'll be encouraged to bring these values to life in your own work and contribute to the positive, supportive culture that makes Loughborough unique.

Read more about our [vision and values](#).



We strive to create a culture that supports equity 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 career.



We are proud to be a [Race Equality Charter Member](#). The Charter aims to improve the representation, progression and success of all minority ethnic staff and students within higher education and address issues of racism within higher education institutions (HEIs).



We are proud to be a Disability Confident Employer and have adopted a proactive approach to employing disabled people and to creating a more diverse workforce. We ensure that our recruitment processes are inclusive and accessible. We guarantee to offer an interview to all applicants who have declared a disability, provided that the essential criteria for the role are met. We proactively anticipate and provide reasonable adjustments and support existing employees who acquire a disability or long-term condition to thrive in the workplace.



We are a real living wage employer, and our Living Wage Employer Mark shows our commitment to paying our staff according to the cost of living.



We are proud supporters of the [City of Sanctuary movement](#) and delighted to be recognised as a University of Sanctuary. This national network brings together, university staff, lecturers, academics, and students, who together work to make Higher Education institutions places of safety, solidarity and empowerment for people seeking sanctuary.

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.