

MARKET INSIGHT OFFICER

Job Ref: REQ260418

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 Family and Grade: Administrative Services Grade 5

Job Purpose

The post-holder will be responsible for a wide range of market insight activities that inform 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 subject 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 at sector and subject level which inform the development of the University's portfolio and student growth plans in the medium and longer term.
3. To support tuition fee benchmarking work, which will require analysis and presentation of competitor fees and scholarships to inform pricing decisions.
4. To support the design, build and analysis of in-house applicant surveys ensuring that robust insights are disseminated in a timely and accessible manner across the University.
5. 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.
6. 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.
7. To monitor secondary published research on an ongoing basis, distilling, and identifying insights which can be fed into market intelligence reporting.
8. 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.
9. 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.

10. 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.

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

Reports to the: Market Insight Manager

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 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
Experience	Experience of undertaking qualitative and quantitative research and reporting on findings in a variety of formats as appropriate to the audience	1,3
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: 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
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

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](#).

Our Accreditations



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.