



Job Description

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| Post/Job Title: | Market Research Coordinator (0.6 FTE) |
| Ref: | POSN109364 |
| Location: | Studland House, Lansdowne Campus (Hybrid) |
| Professional Service: | Marketing & Communications |
| Group/Section: | Brand, Communications & Marketing |
| Normal Hours Per Week: | Part-time (22.2 hours) (Some flexibility will be required in order to ensure that key time scales and deadlines are met). |
| Grade: | 4 |
| Accountable To: | Market Research & Development Manager |
| Special Conditions: | Flexible approach and additional hours may be required. |

Job Purpose

The Market Research team provides guidance and informs institutional strategic direction, ensuring we develop and deliver relevant, inspiring and innovative courses which reflect the needs of industry and the passions for our many markets.

This post supports the successful delivery market research activities by undertaking a range of desk-based research activities, competitor scanning and coordinating activity within the team using a project management approach, maintaining workload planners and schedules and working with the Senior Market Research & Development Manager on prioritisation.

The postholder will play a key role in liaison with a wider range of stakeholders across the university, particularly academic colleagues in scoping requirements and timelines for market research activities. The postholder should be proactive and engaged in the day-to-day business of the team to spot and capitalise on opportunities to join-up requests or bring in insight from within the wider Marketing & Communications team.

Main Responsibilities

1. Effectively co-ordinate a range of administrative tasks, contributing to the smooth running, and compliance, of the Market Research Team's activities. This might include the administration of survey prize winners, arranging focus groups or interviews,

maintaining permission marketing panel data, and editing and sending surveys to stakeholder groups.

2. Provide professional and timely liaison between the Market Research Team and Faculties and Professional Services colleagues in meeting the day-to-day and project-based objectives and outcomes.
3. Support the maintenance of a range of market research databases and resource for use by staff across the University (for example, provision of data dashboards through PowerBI)
4. Work with colleagues across the university to gather necessary insight for market research use, in particular the University's strategic planning and analytics team and Students Union teams.
5. Using excellent Microsoft Excel skills, accurately prepare and present prepared sets of market intelligence data to the criteria determined for identified projects, ready for analysis and reporting.
6. Develop and hone analytical skills to interrogate market intelligence data and resources to draw conclusions and make recommendations around the University's course portfolio or wider offering or marketing proposition.
7. Support the Market Research team by preparing desk research on a diverse range of themes on a one-time and ongoing competitor scanning basis. This might include desk-based scanning (using websites, social feeds and printed material) to understand positioning, entry requirement levels, fees and scholarships; promotional and communication campaigns and the usage of communication channels. In addition, carry out effective mystery shopping exercises to gather market intelligence.
8. Undertake any other relevant duties as required by the Market Research & Development Manager or Marketing & Communications Executive team.

Organisation Structure

M&C is responsible for the University's strategic marketing, student recruitment, information and research, corporate and internal communications.

The Market Research Coordinator reports to the Market Research & Development Manager and works with the Market Research & Insight Analyst.

Contacts

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| Internal | All levels of staff across Academic Faculties and Professional Services. Notable partnership working with strategic planning team, SUBU student engagement team and Academic Services (Admissions). |
| External | Prospective and current students, staff from other Higher and Further Education Institutions, market research agencies, government agencies, local authorities, the general public. |

Challenges

- Confidently working with a range of data sources
- Collaborative working with diverse range of stakeholders
- Working accurately and to tight deadlines
- Negotiation and prioritisation of effort and resources.

Information Governance Responsibilities

Data User

- i. Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

Safeguarding and Regulated Activity

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an [offence to apply for](#) and perform the role, if a person is barred from engaging in regulated activity. Further information is available in BU's [Safeguarding Policy](#) and Suitability Statement on the Recruitment and Employment of Ex-offenders.

Additional Information

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

BU is an equal opportunities employer which values a diverse workforce. The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, and who reflect a variety of backgrounds, talents, perspectives and experiences to build our global learning community. Through fused activity, the post holder must have an understanding of and commitment to promoting a global outlook.

All employees have an obligation to be aware of the University's Sustainability Policy, Climate and Ecological Crisis Action Plan, Travel Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner and inspire students to do the same.

June 2025



Person Specification

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| Post / Job Title: Market Research Coordinator Post No: POSN109364 | |
| School / Professional Service: Marketing & Communications Date: June 2025 | |
| SELECTION CRITERIA | Essential / Desirable |
| Knowledge (including experience & qualifications) | |
| Educated to A-Level standard or equivalent, including English and Maths to grade C or above at GCSE | E |
| Demonstrable experience of working in a marketing, market research or related role or environment. | E |
| Knowledge of Higher Education sector and wider competitor environment. Appreciation of external environmental factors likely to impact student decision making and the universities | E |
| Qualification in marketing or market research related discipline, or demonstrable professional experience | D |
| Project management qualification or understand, with experience of project planning and scheduling | D |
| Skills | |
| Ability to plan, prioritise and project manage a demanding workload in a pressurised environment and meet tight deadlines | E |
| Excellent organisational and planning skills, including attention to detail | E |
| Excellent interpersonal skills, including verbal & written communications, with ability to translate detailed marketing insight and processes in a credible and insightful manner across the organisation | E |
| High proficiency in the use of the Microsoft suite, particularly Excel as well as Outlook and Teams. | E |
| Excellent written skills, including ability to turn data and insight into meaningful, actionable content | E |
| SharePoint and PowerBI skills | D |
| Attributes | |
| Ability to work as part of a team, including on complex and multi-team projects, as well as on own initiative | E |
| Customer-focused with ability to build and maintain strong relationships with colleagues to deliver excellent support and services to internal clients, as well as to negotiate and influence. | E |
| Proactive, engaged approach with an eye for efficiency and integration opportunities | D |
| Calm approach to problem-solving and ability to think laterally | E |
| High levels of personal commitment and motivation | E |
| Commitment to delivering service excellence | E |