



## Job Description

<b>Position/Job Title:</b>	<b>Market Research and Insight Analyst</b>
<b>Ref:</b>	<b>217/ 0005031141</b>
<b>Location:</b>	<b>Studland House, Lansdowne Campus</b>
<b>Professional Service:</b>	<b>Marketing &amp; Communications</b>
<b>Group/Section:</b>	<b>Marketing Services</b>
<b>Duration if Temporary:</b>	<b>Fixed Term 12 months</b>
<b>Normal hours per week:</b>	<b>1 FTE</b> <b>(Some flexibility will be required in order to ensure that key time scales and deadlines are met).</b>
<b>Grade:</b>	<b>5</b>
<b>Accountable to:</b>	<b>Market Research and Development Manager</b>

### Job Purpose

BU's Market Research Team plays a fundamental part in institutional strategic direction and decision making, ensuring that we develop and deliver relevant, inspiring and successful courses which reflect the needs of industry.

This role supports the Market Research Teams' successful project work by creating timely, impactful insights using a variety of internal and external data sources. This involves researching course portfolio performance, identifying opportunities, and investigating competitive developments and opportunities through thorough competitor benchmarking. It's important that the postholder stays informed on internal and external factors influencing the higher education environment to ensure insights are relevant and strategic. They will provide internal stakeholders with detailed data analysis and measurement indicators in engaging formats to support data-driven decisions around portfolio development and continuous improvement. Where appropriate, this will involve conducting primary research through surveys, interviews or focus groups, for example, which may be carried out remotely or in person. The postholder coordinates with internal and external stakeholders to facilitate seamless communication and collaboration, as well as managing various activities and records essential to the team's daily operations.

### Main Responsibilities

1. **Client Liaison & Market Research Project Delivery:** With the support of the team, plan and manage a range of tactical and strategic market research projects from inception to completion. Understand the needs of internal clients to grasp and develop the brief, identify suitable methodologies, gather and analyse qualitative or quantitative secondary data and/or carry out primary research to produce engaging reports with recommendations, within agreed timescales and budget.

2. **Stakeholder research and sector opportunities:** Under the direction of the Market Research & Development Manager, coordinate primary and secondary research into the motivations, preferences, experiences and behaviours of various stakeholder groups. Proactively identify and explore market opportunities in response to sector and cultural changes and share with the Market Research and Development Manager for discussion.
3. **Marketing Analysis & Feedback:** Collect and analyse insight to help influence the continuous improvement of a range of marketing activities, their impact and return on investment (visitor or student experience, for example)
4. **Continuous Improvement:** Proactively seek ways to enhance the impact and efficiency of market research projects with new methodologies
5. **Market research and HE sector involvement:** Play an active role in external networks and forums to identify opportunities and best practice in the area of HE market research
6. **Coordination of market research operations** Coordinate a broad range of activities throughout the academic cycle, crucial to the successful delivery of the teams' operations. This might include data protection compliance activities, survey enhancements, SharePoint site updates and liaising with internal and external stakeholders to request data and/or administer prizes.
7. **Compliance and best practice:** Access and manage sensitive data (commercial/personal) in line with BU's data protection policy.
8. **Additional Duties:** Perform any other duties as required by the Market Research & Development Manager.

### **Organisation Structure**

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

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

### **Contacts**

#### **Internal**

All staff across Faculties and Professional Services

#### **External**

Prospective and current students, alumni, teachers, outside organisations, staff from other Higher and Further Education Institutions, international agents, market research agencies, government agencies, local authorities, the general public.

### **Challenges**

- Confidently working with a range of data sources
- Collaborative working with a diverse range of stakeholders
- Working accurately, and to tight deadlines
- Prioritising

### **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**

NB:

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.

**September 2024**



## Person Specification

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Faculty / Service: Marketing & Communications		Date: September 2024
<b>SELECTION CRITERIA</b>		<b>Essential/ Desirable</b>
Knowledge (including experience & qualifications)		
Educated to degree-level or equivalent, or possessing relevant practical experience or professional qualifications in marketing, market research, data analysis or other related areas		E
Knowledge of the higher education sector		E
Knowledge of primary and secondary market research methodologies		E
Experience of undertaking multi-method market research		D
Experience in a marketing role, ideally with market research responsibility		D
Understanding and experience of using metrics in a marketing context		D
Skills		
Excellent working knowledge and experience of Microsoft Excel and other Microsoft Office applications		E
Excellent organisational skills with the ability to plan and prioritise own workload to meet deadlines		E
Analytical and interpretive capabilities with confidence in working with quantitative and qualitative data		E
Ability to communicate a range of information in professional, accurate and engaging formats		E
Excellent communication and interpersonal skills		E
Ability to work effectively as part of a team and on own initiative		E
Excellent attention to detail and a methodical approach to work		E
Use of survey software packages such as SurveyMonkey		D
Attributes		
Professional outlook		E
High levels of personal commitment		E
Problem-solving ability with the skills to think creatively and curiously		E
Commitment to delivering Service Excellence		E