

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Market Research and Insights Executive
(Student Marketing and Recruitment)

Accountable to: Head of Prospective Student
Engagement

Contract Length: Permanent

Hours per week: 35

Weeks per year: 52

Salary: £34,326 to £42,155 per annum

Grade: 4

Service: Student Marketing and Recruitment

Location: 272 High Holborn, WC1V 7EY

Purpose of Role:

With direction from the Head of Prospective Student Engagement the post-holder will undertake research and insight analysis to inform the development of the University's strategies for student marketing and recruitment across its UK, EU and international markets, supporting market diversification objectives and ensuring that all initiatives are informed by market intelligence and analysis.

The post-holder will identify market opportunities and trends through the analysis and interpretation of internal and external market intelligence and performance data, alongside the management and implementation of primary research studies. The purpose of the role is to enable the University to fully understand how it is performing against its own student recruitment targets and more widely understand its position within the sector and how we maintain or gain market share.

Duties and Responsibilities

- Consult with colleagues across the Student Marketing and Recruitment department to understand research and insight requirements and develop an action plan of how these will be met.
- Following consultation with colleagues and with direction from the Head of Prospective Student Engagement, conduct and interpret market research activities that inform the strategic development of the Department's annual operating plan and associated project/market-led initiatives.
- Gather and analyse sector and organisational data sets on an ongoing basis and make recommendations to inform Departmental decision making.
- Ensure market research and customer insight findings feature in all student marketing and recruitment plans.
- Produce a regular cycle of reports that both evidence the results of student marketing and recruitment activities and provide insights for future planning.
- Create documents and presentations that meaningfully communicate data and insights to key stakeholders and decision-makers across the University responsible for student recruitment.
- Present market research and insight to key stakeholders and decision-makers across the University responsible for student recruitment.
- Provide in-house expertise in market research disciplines including quantitative and qualitative surveying, focus group discussion guides and facilitation, data interrogation, trend analysis, digital marketing analytics, CRM reporting, and customer segmentation/persona development etc.
- Provide expertise and support to the department via the knowledge transfer of key skills such as using management information systems and tools.
- Network with external organisations to share knowledge and learn best practice.
- Ensure the University participates in key syndicated studies and research, manage the campaigns and present meaningful insights to internal stakeholders.
- Support colleagues in delivering and evaluating marketing campaigns for student recruitment.
- Manage a research budget and the tender process for the procurement of research suppliers.
- Manage relationships with market research agencies and freelancers in order to deliver primary research projects required to build audience insights and sector knowledge in identified domestic and international markets.
- Maintain effective working relationships with internal stakeholders and external suppliers to ensure that shared objectives are realised effectively and efficiently.
- Exhibit behaviours that help to create an open, forward thinking, collaborative and creative culture in which to work.
- Proactively build strong working relationships and communities of practice with others working in analytical roles across the University.
- Be an ambassador of UAL's reputation and brand ensuring both are protected and represented in line with established guidelines.

- Represent the Department in internal committees, working groups and meetings, and externally at events and conferences.
- Perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.
- To undertake health and safety duties and responsibilities appropriate to the role.
- To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).
- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
- To make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
- To conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations.

Key Working Relationships:

- All members of the UAL Student Marketing and Recruitment Department.
- Colleagues within College/Institute Student Marketing and Recruitment teams.
- University Central Planning Unit.
- Student Systems and Records Team.

Specific Management Responsibilities

Budgets: Under the guidance of the Head of Prospective Student Engagement, the post-holder will have oversight of expenditure across allocated cost centres within the Student Marketing and Recruitment Department budget. The post-holder will be able to approve expenditure up to the value of £2,500 per transaction.

Staff: There are no direct line management responsibilities for this post.

Signed: Steph Upton, Head of Prospective Student Engagement (Recruiting Manager)

Date of last review: 4 January 2019

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Person Specification

Specialist Knowledge/ Qualifications	Educated to degree level or equivalent in an appropriate discipline.
Relevant Experience	<p>At least two solid years' experience working in a market research or analytical role, preferably in-house.</p> <p>Proven experience of managing market research and customer insights projects that have informed strategic decision making and/or resulted in actionable recommendations.</p> <p>An understanding of market research practices and theories including areas of specialism in quantitative and qualitative surveying, focus group discussion guides, trend analysis, digital marketing tracking and CRM reporting.</p> <p>Proven experience of analysing, interpreting and reporting complex and multiple datasets.</p> <p>Proven experience of meaningfully communicating complex data and insights to multiple stakeholders.</p> <p>Experience of managing relationships with market research agencies and freelancers.</p> <p>Advanced working knowledge of software and systems used to support market research and data analysis such as dashboards, Microsoft Access/Excel, CRM reporting tools, Google Analytics and Prezi/PowerPoint.</p> <p>Experience of building effective internal working relationships across all levels of seniority and functions and transferring knowledge and skills where appropriate.</p> <p>Proven ability to work independently without direct supervision.</p> <p>An understanding of working to budgets and monitoring spend.</p>

Communication Skills	Communicates effectively orally, in writing and/or using visual media.
Leadership and Management	Motivates and leads a team effectively, setting clear objectives to manage performance.
Research and Learning	Uses effective learning and professional practice to support excellence.
Professional Practice	Contributes to advancing professional practice/research or scholarly activity in own area of specialism.
Planning and Managing Resources	Plans, prioritises and organises work to achieve objectives on time.
Teamwork	Works collaboratively in a team and where appropriate across or with different professional groups.
Student Experience or Customer Service	Builds and maintains positive relationships with students or customers.
Creativity, Innovation and Problem Solving	Uses initiative or creativity to resolve problems.

Last updated: January 2019