**Market Research and Insights Manager**

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| School/Department: | Marketing, Communications & Recruitment |
| Grade: | 8 |
| Reports to: | Head of CRM, Web and Insights |
| Responsible for: | Not Applicable |
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| Job Summary and Purpose: | The Market Research and Insights Manager is responsible for gathering market and customer insights within the Marketing, Communications & Recruitment directorate.  This newly created position is key to the ambition of the University to provide a compelling offer to prospective students, recruit and retain more of the right students, and to explore wider initiatives and opportunities.  We are looking for an individual who is an expert in the practical application of data analysis, with experience in delivering data insight projects, but who also has the ability and experience to provide informed and influential recommendations which make an impact.  Interrogating quantitative and qualitative data from an array of internal and external sources, the Market Research and Insights Manager will collaborate with colleagues across the directorate to deliver insight which drives sound decisions. |

**01 MAIN DUTIES**

This professional role will encompass all the following, but the balance of duties and responsibilities will be determined in agreement with your line manager and the principles of the stated job purpose.

1. **Foster a Data Informed Culture**

At UCA we want to be an organisation that listens to the needs of our students, staff and partners - utilising actionable insights to provide a better experience for all. This role will support that aim by:

* Establishing and maintaining relationships across the University, with the aim to cultivate an environment where decisions are driven by convincing data insight.
* Developing reporting formats which can be used to showcase findings to a range of stakeholders; utilising infographics, dashboards and presentations to illustrate strengths, weaknesses, opportunities and risks.
* Building accessible and shareable dashboards using PowerBI, Salesforce, Looker Studio and other similar platforms used at the institution.

1. **Co-Create a Market Intelligence Framework**

UCA has many areas of opportunity where market insight can have significant influence. Establishing good governance across clear objectives is key to this success. This role will support that aim by:

* Working with the Head of CRM, Web and Insights plus relevant stakeholders to create a marketing intelligence roadmap for the directorate, liaising with relevant stakeholders to prioritise projects and desired outcomes.
* Establish governance towards effective handling of projects including the formalisation of brief templates, SLAs and meeting structures.
* Acting as a data insights champion within the directorate, encouraging best practice and recommending ways of working.

1. **Advise on Course Portfolio Enhancements**

To operate in a competitive sector, UCA must ensure that it is offering a suite of course options that are attractive, relevant, sustainable and true to UCA values. This role will support that aim by:

* Advising on the initial development of new courses by collaborating with the Head of CRM, Web and Insights and other stakeholders across academic and professional services, to establish a protocol for evaluating market viability.
* Periodically health-check the course offering, by analysing data across various digital channels and databases and providing recommendations e.g. changing of course name.
* Analysing emerging markets and trends which could present new course opportunities for the University.

1. **Refine our Understanding of the Customer**

At UCA we want to ensure that we’re able to engage effectively with prospective students who have shown an interest in studying with us. More engaged prospects will lead to more enrolled students. This role will support that aim by:

* Working with the Head of CRM, Web and Insights and the Web & Digital Manager to analyse datasets from the uca.ac.uk website and the Salesforce CRM system to analyse visitor and prospect behaviour.
* Reflecting on the impact of personalised marketing activity against our agreed segmentation profiles and archetypes.
* Collaborate with other managers within the directorate to interrogate our understanding of different markets and the challenges they present when it comes to recruitment.

1. **Support the Retention of Current Students**

Students who enrol with UCA may not complete their course. Sometimes this is unavoidable, but in some cases the right response and action from the University may have resulted in a happier outcome. We want to make sure we are there for students who need assistance. This role will support that aim by:

* Liaising with colleagues across the University to provide insight and analysis which helps to identify causes for withdrawn students.
* Periodically analysing retention data in conjunction with the wider strategic planning team, looking for patterns which points towards an issue.
* Conducting research into some of the wider challenges for students studying in the UK today – can we make proactive changes?

1. **Advise on Wider University Opportunities**

Outside of student recruitment, the University has many emerging opportunities to work with the wider communities, explore income-generating initiatives, and promote UCA in the best light. This role will support that aim by:

* Responding to requests for insight and intelligence regarding new initiatives.
* Working with the Head of CRM, Web and Insights to ensure that data insight governance is followed, and projects are prioritized accordingly.

**02**  **DUTIES OF ALL STAFF**

* To undertake such other duties as are within the scope and spirit of the job purpose, the job title, and the grade.

* Maintain and promote health, safety & wellbeing awareness and commitment within the framework of the University's Health, Safety & Wellbeing policy.
* Take responsibility for health and safety of yourself and others in carrying out the duties of the role.
* To promote equality, diversity and inclusion in your performance of your duties.
* Undertake any other work and hours of work as required to commensurate with the level and responsibility of the post.
* To actively participate in learning and development to meet the requirements of your role and the University.
* To take responsibility for safeguarding of children and vulnerable adults as a member of UCA staff.

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| **03 Selection Matrix** | | **Essential** | **Desirable** | **Used to shortlist** |
| **Qualifications** | | | | |
| 1 | Educated to degree level or equivalent experience |  | X |  |
| 2 | Professional qualification in data analysis, market intelligence or related software certifications |  | X |  |
| **Knowledge & Experience** | | | | |
| 3 | Experience analysing an array of datasets including web analytics, CRM reports, student data and external research using tools such as Excel (Alteryx an advantage) | X |  | X |
|  | Knowledge of the HE sector |  | X |  |
| 4 | Excellent written and verbal communication skills, using various tools and methods to communicate recommendations to different stakeholders. | X |  | X |
| 5 | Proficient with data visualisation tools such as PowerBI, Google Data Studio, Looker Studio | X |  | X |
| 6 | Good knowledge of data protection and GDPR, and best practices around the handling of data. | X |  |  |
| **Personal Attributes and Behaviours** | | | | |
| 7 | Strong communication skills, with the ability to engage effectively with a variety of stakeholders | X |  | X |
| 8 | Ability to manage multiple projects simultaneously, prioritising effectively under pressure | X |  |  |
| 9 | Excellent critical thinking, and the ability to translate complex data into actionable insight | X |  | X |
| 10 | Excellent attention to detail in both reporting accuracy and presentation | X |  |  |
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Does the role require a DBS? No