

Professional Services

Job description

Post Title:	Market Research and Insight Manager
Grade:	G
Faculty/Service:	Future Students, Communications and Marketing
Accountable to:	Head of Marketing
Accountable for:	Market Research and Insight Co-ordinator
Post no:	R03142

Job purpose

To work across the institution to develop an understanding of our audiences and stakeholders, to refine and develop our portfolio and products, and provide strategic direction to long-term planning. Providing expert design and management of projects being delivered both internally and by external market insight agencies, working closely with colleagues in Future Students, Communications and Marketing and other services to design and run surveys and other market insight activity to inform and appraise all marketing and customer journey activity.

Duties and responsibilities

1. To be responsible for the delivery of market insight to the university, including analysis of existing information and the design and delivery of internal insight projects (e.g. organising and moderating focus groups).
2. To actively design and manage key market insight projects – both ad hoc and continuous – from conception to completion including the processing of projects through internal finance systems.
3. To carry out detailed assessment and analysis of complex issues and problems using specialist knowledge to identify appropriate solutions and to design research briefs that meet the needs of the business.
4. To contribute to University wide projects using specialist knowledge and lead short to medium term projects within own service – for example managing the delivery of annual brand trackers and providing expert advice for all university surveys.
5. To develop new processes for the dissemination of insight across the department and other university services.
6. To contribute to service development using specialist knowledge, working with key colleagues to ensure marketing activity is informed by audience insight.
7. To draft reports, prepare and deliver briefings, presentations and training as required.
8. To attend internal and external meetings to ensure that service issues are appropriately represented and reported. To develop cross-service working to ensure joined up insight.
9. To lead the Market Insight team ensuring clarity of accountability of all team members through performance management processes.
10. To oversee the workload of the team ensuring the efficient and effective delivery of work and achievement of objectives and timescales.

11. To act as a senior member of the team, supporting the team to meet its objectives and timescales through training, development and coaching.
12. To receive issues and resolve problems following existing policies, regulations and guidance where necessary to achieve the optimum solution.
13. To comply with the University's equal opportunities policy, and use this role to promote equal opportunity wherever possible.
14. To take reasonable care of your own health and safety and comply with rules and guidance relating to health and safety matter.
15. Any other reasonable duties that fall within the scope of the post as allocated by the line manager following consultation with the post holder.

Person specification

Qualifications/Professional membership

Essential

1. Undergraduate degree or can demonstrate equivalent experience.
2. Evidence of CPD.

Desirable

1. Member of the MRS (Market Research Society).
2. Professional Market Insight qualification.

Knowledge/Skills/Experience

Essential

1. Demonstrated knowledge and experience in a market insight role in a large complex organisation.
2. Specialist expertise and demonstrated experience in high level interviewing/moderation.
3. Experience in the use and application of both qualitative and quantitative methodologies including most appropriate use.
4. Strong analysis capability and experience of working with complex database systems, interpreting data, drafting complex reports and communicating outcomes/recommendations to stakeholders at all levels.
5. Demonstrable understanding of insight processes.
6. Ability to work with colleagues at a senior level.
7. Excellent IT skills with experience of email, MS Office including Word, PowerPoint, Excel to expert level.

Desirable

1. Experience in NPS (Net Promoter Score) programmes/measurements
2. Experience in delivering insight programmes in a service sector industry
3. Customer experience/customer journey experience

Key Competencies (these are essential requirements for all roles at this grade level)

Essential

1. Leadership and motivation
Demonstrates integrity, fairness, equality and consistency when working with colleagues in

a team. Provides guidance, constructive feedback and support to motivate colleagues.

2. **Planning and organising to achieve results**
Is able to plan and co-ordinate work appropriately to make the best use of resources and to achieve targets. Communicates and monitors achievement against plans.
3. **Commercial awareness**
Identifies innovative ways in which quality of service can be improved and ideas for reducing costs and for efficiency improvements.
4. **Delivering excellent service**
Delivers excellent customer service, suggests improvements, and solves customer problems.
5. **Continuous improvement, innovation and change**
Has a 'can do' attitude and fosters this amongst colleagues/team members. Respond positively to changing situations.
6. **Communicating and influencing**
Has highly effective communication skills. Establishes positive and effective working relationships by meeting regularly with colleagues, encouraging feedback, and through setting up effective networks across the Department/University.
7. **The ability to develop yourself and others**
Demonstrates active management of personal and professional development. Is able to develop and coach others to possess necessary knowledge, skills and experience to reach their full potential.
8. **Teamwork and collaboration**
Encourages the team to understand the needs of others and the part they play in the University as a whole. Ensures integration and co-operation between teams and the sharing of knowledge and good practice.

Special conditions

The post holder is expected to respond flexibly to periods of peak workload in order to achieve service objectives, e.g. working evenings and weekends to support open days, applicant days, confirmation and clearing period, registration, graduation etc

Health and Safety/Risks

This post has been identified with the following risks: (activities, hazards or exposures)

Risk 1

DSE / VDU User

Risk 2

Manual Handling

Risk 3

Choose an item.

Risk 4

Choose an item.

Risk 5

Choose an item.