

Job Description

Role Title:	Senior Market Insight Manager
Directorate:	Marketing, Student Recruitment and Admissions
Reference:	MPF232
Grade:	Grade 8
Full or Part time:	Full time
Hours:	1.0 FTE / 36.25
Reports to:	Head of Market and Customer Insight
Responsible for:	Data Insights Officers

Overview

The Directorate of Marketing, Student Recruitment and Admissions is responsible for the core range of activities related to student recruitment. The Directorate is the brand guardian with a remit that covers student recruitment and admissions, as well as all marketing activity, along with Web and Digital.

The Market Insight Team

The Market Insight Team is dedicated to the delivery of professional market research and insight to support strategic decision making across the university.

The team is committed to:

- taking a holistic view of university-wide activities, providing management reporting and recommendations in the context of sector-wide trends; proactively seeking and applying market intelligence and benchmarking insight for competitive advantage

- working in partnership with faculties and professional service areas to identify, plan for, and respond to insight needs
- ensuring that consistent, compelling and correct information is used to inform and support strategic decision-making across the university.

The team's work encompasses all aspects of insight across the student recruitment process, including product and brand development, covering four main areas:

- **Student recruitment:** primary and secondary research into prospective student markets to inform student recruitment and conversion activity (e.g. open day feedback), as well as research to understand Salford's current (and target) audience, and the reasons why students do (or don't) choose Salford.
- **Course portfolio:** covers research into the market trends and opportunities, as well as labour market demand; new course assessments and pricing research to inform fee setting
- **Admissions:** providing timely insight and analysis of live admissions data to identify issues in cycle and predict performance, as well as retrospective analysis to look at trends over a longer period of time that will inform longer term strategy
- **Marketing and communications:** includes research into the brand image and positioning of the university, the university website, segmentation research and profiling to accurately target marketing messages and their timing.

Role Purpose

This role is responsible for supporting the Head of Market and Customer Insight in the management of the university's Market Insight function; interpreting market research and intelligence to provide insight and inform key strategic decisions. The post holder will be responsible for leading on the production and analysis of management information to support strategic evidence-based decision making across the university, with a particular focus on pre-enrolment. In partnership with colleagues in other professional services (PS) areas, the Senior Market Insight Manager will ensure the effective design and execution of sector- and university-wide market research and data analysis, in order to successfully deliver against student recruitment objectives, and to support effective portfolio development.

Principal Duties & Responsibilities

Reporting to the Head of Market and Customer Insight, you will be responsible for providing integrated, actionable market intelligence data to support decision making across the

university. Key areas of research include student recruitment, marketing and communications, and course portfolio research.

With multiple internal stakeholders, the role holder will lead on the development and delivery of analysis that informs marketing and recruitment activity, providing analysis and insight on admissions data, competitor/market positioning, portfolio development and fees, scholarships and bursaries.

Working with colleagues in MRER, other professional service areas and academic schools, you will develop and progress their understanding of higher education (HE) marketing trends which support effective development of courses, educational services, marketing and communications, and business support for the University's various markets.

You will manage colleagues within the team to deliver against both university-wide and Directorate-specific KPIs.

Responsibilities

Strategic

- Proactively seek and interpret sources of market intelligence to inform the strategic direction of the directorate and university and to ensure competitive advantage
- Investigate and guide existing and future course portfolio, marketing and student recruitment strategy
- Provide analysis on sector, population and labour market trends to provide short and long term projections around recruitment and to support student number planning

Operational

- Initiate and project manage primary and secondary market research as appropriate
- Provide advice on the use of market intelligence data covering the HE sector
- Produce and analyse high-quality management information from a wide range of sources using PowerBI
- Undertake extensive analysis of complex internal and external data (e.g. UCAS, Higher Education Statistics Agency (HESA), Graduate Outcomes, NSS) to evaluate performance and positioning and to input into course/portfolio development and to inform strategic decision-making in relation to admissions and recruitment
- Develop and maintain a suite of management information reports from the University's main reporting tool for senior leadership

- Provide specialist advice to the directorate, professional services and schools on appropriate market research data and techniques to use when investigating the HE market and/or evaluating the success of marketing and recruitment activities
- Develop and implement an annual plan of market insight opportunities
- Project manage suppliers undertaking market research
- Oversee the annual fee and tariff benchmarking and setting process (not including new programme fees set in-year)

Administrative

- Maintain a thorough knowledge of HE market trends and developments across home/EU and international markets for competitive advantage
- Pursue a professional interest in the national and international HE sector. Engage with academic colleagues and relevant groups to ensure the university is well informed with regard to emerging research developments, trends and innovations
- Proactively engage in professional development in order to ensure advancement of professional skills and knowledge
- Develop the necessary skills and expertise to support the use of the latest market research techniques and technologies; anticipate and respond to changing demands

Generic Duties

- Perform any other duties appropriate to the grade as may be required by the Head of School/Head of Division etc.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.
- To engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.
- Advance equality, support our work towards eliminating unlawful discrimination, foster an inclusive study and work environment for students, staff and visitors in accordance with our public sector equality duties and university policy.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Person specification follows on next page

Person Specification

The successful candidate should demonstrate the following, which are 'Essential' (E) or 'Desirable' (D)

Qualifications

1. A first degree or equivalent.
(E)
2. A market research qualification or relevant professional membership.
(D)

Background and Experience

3. Designed and executed market research projects using a wide range of qualitative and quantitative techniques, in a client or agency side role
(E)
4. Experience in analysing and interpreting complex data from multiple sources to make insightful and sound business decisions
(E)
5. Extensive experience of using data visualisation tools (e.g. Tableau, Power BI)
(E)
6. Experience of working with Customer Relationship Management systems
(D)
7. Commissioned and managed market research suppliers
(E)
8. A demonstrable record of excellent management of projects, people and resources
(E)

Knowledge

9. Knowledge of higher education markets and awareness of relevant market data sources
(E)
10. An interest in business intelligence trends and tools
(E)
11. Statistical and analytical concepts ensuring analytical rigour
(E)

Skills and Competencies

12. Ability to critically appraise and carefully select appropriate data to meet research objectives
(E)

13. Personal credibility and the ability to gain confidence and trust at all levels within the organisation
(E)
14. Ability to motivate teams to deliver multiple projects to time and budget
(E)
15. The ability to evaluate stakeholder requirements, prioritise projects effectively and work to timeframes and budgets
(E)
16. Excellent IT skills using the suite of Microsoft Office packages
(E)
17. Outstanding communication and presentation skills
(E)
18. Ability to work to a high level of detail and accuracy
(E)
19. Good numeracy skills
(E)