

Job Description

Job title: Market Insight Analyst

Faculty/Directorate: Strategic Planning and Insight

Grade: E

Role profile: SME1

Full time (37 hours per week)

Permanent

	Duties of the role
Overall purpose of the role	The role of the Market Insight Analyst is to support the Market Insight & Portfolio function in line with the university's strategic plan. The analyst's work involves offering valuable insights through qualitative and quantitative research to aid decision-making and the implementation of the institution's student recruitment strategy, both locally and internationally. The post holder will assist the Market Research and Data Manager in undertaking quantitative and qualitative research methodologies, including statistical analysis and facilitating focus groups. The role will also involve report writing and analysis to support the delivery of key DMU priorities and projects, including: • Academic portfolio profiling and development • Competitor analysis and benchmarking • Market segmentation • Fees, scholarship and pricing • Brand and reputation measurement, including surveys and league tables • International and local market appraisalment • Student satisfaction and drivers of university choice.
Main duties and responsibilities	• Collate and interpret internal and external quantitative/qualitative market data to evaluate trends. Translate these trends in relation to DMU's strategic aims and assist in formulating recommendations for the development of future strategy. • Facilitate new course development by working with academic and professional services staff in demand analysis and market testing • Support the exploration, visualisation, and statistical analysis of internal and external data products, including NSS, PTES, UCAS and HESA • Under the supervision of the Market Research and Data Manager, undertake analysis to benchmark DMU's performance against the sector and competitors. • Work closely with other teams across the Directorate, faculties, and other professional service colleagues to coordinate the effective use of existing quantitative and qualitative market research and assist in developing and delivering new research programmes to inform and support key university objectives. • Develop a comprehensive understanding of customer behaviour and decision-making processes for all key stakeholders of DMU and use this knowledge to help contribute to university decision-making.

	Duties of the role
	• Promote and exhibit DMU values and be a role model for the university's code of conduct • Perform any other duties commensurate with the job grade as reasonably required from time to time. • Treat all DMU staff, students, contractors and visitors with dignity and respect. Provide a service that complies with the Equality Act 2010, eliminating unlawful discrimination, advancing equality of opportunity and fostering good relations with particular attention to the protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief (or none), sex and sexual orientation. • All members of staff are responsible for their contribution to improved environmental performance and reducing greenhouse gas emissions at DMU. It is therefore required that all members of staff be aware of how environmental policy relates to their own role at the university. Staff conduct must reflect the values inherent in the Environmental Policy, and where required, staff must cooperate with Environmental Policy and where required, staff must cooperate with environmental compliance and conformance requirements to help minimise our emissions to air, water and land.

Person Specification

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Area of responsibility	Requirements	Essential or desirable		*Method of assessment			
				A	I	T	D
Qualifications and Training	First degree (incorporating market research techniques / methodologies) OR equivalent professional qualifications	Essential					
Previous Work Experience	Experience within a market research environment, covering both quantitative and qualitative approaches	Essential					
	Experience of working within a Market Research Agency		Desirable				
	Confident facilitating Focus Groups	Essential					
	Experience of working within a role where market research report writing was a key element of the job	Essential					
Specific Knowledge / Skills / Abilities required	Ability in interpreting primary and secondary statistical and qualitative data	Essential					
	Proficiency in data analytics, including software i.e. SPSS / Excel / PowerQuery	Essential					
	Excellent written/visual communication with strong report writing skills	Essential					
	Proficiency with SNAP or other survey building software	Essential					

Motivation / Attitude	Ability to work under pressure and meet deadlines	Essential					
	Good interpersonal skills	Essential					
	Excellent time management and project planning skills	Essential					
	Self-motivated and confident managing own workload		Desirable				
Additional Requirements	Full UK Driving License/Ability to travel to remote locations to carry out Focus Groups	Essential					

*A = Application Form; I = Interview; T = Test; D = Documentary Evidence