

JOB DESCRIPTION

NOTE: *This job description does not form part of the employee's contract of employment but is provided for guidance. The precise duties and responsibilities of any job may be expected to change over time. Postholders should be consulted over any proposed changes to this job description before implementation.*

Job title:	Market Insight Officer
Grade:	NG3
Department:	Communication, Recruitment and External Affairs
Reports to:	Market Insight Manager

Purpose:

To help the Market Insight team develop research, insight and horizon scanning work to better understand student markets, the entire student journey, and to contribute to the planning, design, management and implementation of multifaceted projects involving both primary (qualitative and quantitative) and secondary research. The position will also help the Market Insight Manager and Senior Market Insight Officer gather and develop horizon scanning reports and assist in course development work.

Principal Accountabilities

The post holder will:

1. Help deliver market insight and horizon scanning research that will illuminate the student market, inform course development and decision making across the university.
2. Gather information, data and insight through extensive desk research, data analysis and other methods.
3. Assist with administrative tasks such as recruitment for qualitative research, survey building, incentive management and documenting budget spend.
4. Help the Market Insight team engage with current and potential students by means of focus groups, interviews, online surveys and panels to obtain market insight.
5. Work with the Market Insight Manager and colleagues to co-ordinate work to improve the availability of consistent market insight data, enabling marketing to be undertaken using a strong evidence base, and resources to be used efficiently and effectively.
6. Provide student insights to all relevant teams to ensure the needs and wants of existing and/or prospective students are understood and taken into account in policy, process and systems design and implementation related to all activities impacting the student experience.

7. Work with the Market Insight Manager in undertaking ad hoc and continuous analysis of the external market environment (UK, EU and international).
8. Assist with the development and production of regular insight reports and horizon scanning.
9. Assist with a portfolio of internal and external market insight projects including new product and market development, competitor analysis, decision making and choice, satisfaction and evaluation of campaigns, activities and events.
10. To undertake such other duties within their competence as may be requested by the Market Insight Manager and Director, Marketing Services from time to time.

Context

This is a new role in the Department of Communications, Recruitment and External Affairs that provides professional support and services in all aspects of University marketing planning processes and student recruitment strategies for the University's leadership team, and those of its faculties based at the University's main sites in the West End of London and at Harrow, and the pre-arrival experience of UK, EU and international students.

The Student Recruitment and Marketing Services Team designs and implements the delivery of the University's strategy on student recruitment in the UK, EU and specific overseas markets, and the co-ordination and support for Outreach programmes and partnership and agent activities. The aim of the campaigns is to encourage students with the potential to excel at Westminster to make successful applications and join our community, and to influence those who offer a variety of support to students of all ages and backgrounds.

The Corporate Services Departments work collaboratively within one resource envelope to contribute to the continuing success of the University. Recent reviews and restructures have taken forward a long term aim to work within a matrix structure that enables flexible deployment of staff, as and when needed. Pro-active and participative approaches to administration are encouraged and all senior management postholders are expected to work collaboratively with networks of staff across the University, fostering good relationships across departmental boundaries, to support applicants and students. Good working relationships between these departments are viewed as essential to the provision of a quality support service for students and other staff, both within the University and its Associate Colleges.

All Departments are expected to think creatively about the effectiveness of the University's administration and to initiate change and innovation in accordance with the needs and expectations of Westminster as a modern, professional, international university. Key to the success of the professional support functions is the need to continue to develop positive, forward-looking, relationships with academic colleagues and to foster a service ethos whereby efficient, effective and consistent support frameworks, policies and processes are developed in partnership with academic colleagues; innovation is supported and encouraged, and all activities support the achievement of University objectives by enhancing the quality of the student and staff experience.

The Corporate Services Group is Investors in People (IiP) accredited, and has achieved the National Customer First standard. It has endorsed a charter which identifies standards of conduct that all staff in Corporate Services are expected to observe. The post holder will be expected to deliver a high quality service and exhibit the highest standards of professional conduct and performance ensuring these are reflected in staff teams. The post holder will also be expected to set standards of professional conduct in line appropriate professional membership and competencies frameworks.

Key Relationships

- Market Insight Manager
- Market Insight Officer
- Director, Marketing Services
- University of Westminster Students' Union
- Planning Office
- Faculty Marketing Groups
- Peers from other competitor and non-competitor universities
- External market research / data service agencies

Person Specification

	Essential criteria	Desirable Criteria
Qualifications	<ul style="list-style-type: none">• A relevant first degree, preferably in economics, business, marketing or statistics, or equivalent practical experience that demonstrates relevant levels of knowledge and skills.• Strong literacy and mathematical skills	<ul style="list-style-type: none">• Desire to work towards a relevant professional qualification or CPD programme or membership of a relevant professional body e.g. CIM, MRS
Training and Experience	<ul style="list-style-type: none">• Experience or knowledge of how to carry out marketing research and intelligence gathering for strategic research and competitor intelligence projects.• Knowledge of quantitative and qualitative research techniques such as focus groups, in-depth interviews, online surveys etc• Knowledge of market research methods, data sources and suppliers• Demonstrable ability of gathering materials and evidence for market reports showing understanding of patterns and trends.• Experience of working on cross functional projects• Strong organisational and project management skills• Proven ability of working in and developing strong networks and to develop key relationships both internally and externally• Negotiation and influencing skills• Confident at communicating with people at all levels i.e. building effective relationships; facilitating discussions with individuals and groups in a multi-cultural environment.• Good knowledge of Microsoft Excel with a good command of basic formulas / functions.	<ul style="list-style-type: none">• Experience of working in a sales or marketing-oriented setting• Knowledge/understanding of changing HE landscape• A sound knowledge and understanding of government policies and procedures on student recruitment and student funding issues.• A sound knowledge of University structures, UK Government policies in education, external agency and legislative requirements, and the international operating environment.• Knowledge of online survey packages (e.g. SurveyMonkey or others).• Knowledge of data analysis software packages (e.g. SPSS, NVivo or others)
Aptitude and abilities	<ul style="list-style-type: none">• Ability to secure close working relationships with a wide range of staff and managers at all levels.	<ul style="list-style-type: none">• Personal and political ability to balance being able to advise and

	<ul style="list-style-type: none"> • Ability to communicate effectively with all levels of the organisation to successfully deliver initiatives/priorities for the service. • Ability to work under pressure to tight deadlines while applying quality standards to all tasks and ensuring that nothing is overlooked. • Ability to work flexibly by taking account of new information or changed circumstances and modifying understanding of a problem or situation accordingly. • Ability to project and promote a confident, responsible and resilient attitude. • Ability to effectively deliver conflicting priorities and challenging workloads by maintaining focus on agreed objectives and deliverables whatever the circumstances and monitoring progress against targets. • Ability to work on own initiative, and as part of a team. • Ability to engage effectively with people at all levels. • High levels of literacy, numeracy and analytical skills 	<p>influence in a non-confrontational and non-directive but assertive manner.</p> <ul style="list-style-type: none"> • Innovative and creative approach to workload
Personal Attributes	<ul style="list-style-type: none"> • Must share and exemplify the University's values. • Committed to self-development. • Fully committed to contributing to a stimulating learning and working environment which is supportive and fair, based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable. • A credible and persuasive approach. • A proactive self-starter and a good team player. • Integrity and independence of judgement • Tact, sensitivity and diplomacy in dealing with students and staff at all levels. • Adaptability and the flexibility to remain responsive to new ways of working and new challenges. • Preference for openness and transparency • Preference for collaborative working • Positive about the benefits of change • Comfortable with ambiguity and rapidly changing agendas • Patient and persistent • Self-confident • Efficient and reliable. 	<p>Proactive approach to personal and professional development.</p>
Other	<ul style="list-style-type: none"> • Willingness to work long hours on occasion and undertake overnight stays, occasional weekend working and international travel. 	

