

## **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. Job Holders should be consulted over any proposed changes to this job description before implementation.

1. **JOB TITLE:** Institutional Research Analyst
2. **GRADE:** NG5
3. **REPORTS TO:** Senior Institutional Research Analyst

### **4. PURPOSE:**

To provide and develop qualitative analysis as part of the wide range of management information and business intelligence that helps inform strategic decision making and the improvement of the student experience.

### **5. PRINCIPAL ACCOUNTABILITIES**

1. To develop and produce primary research / qualitative analysis from across the University's various activities to be able to provide management information to a wide range of colleagues to support decision making aligned to strategy
2. To support the Senior Institutional Research Analyst in the management of the Student Experience and Opinion Panel and other appropriate tools and methods of research.
3. To produce reports and presentations that will be shared and communicated to colleagues across the University to enable evidence led decision making in areas such as Employability, Student-Personal Tutor relationships, and portfolio development and revalidation.
4. To engage with students by means of focus groups, interviews, online surveys and student panels to obtain institutional research and insight. To facilitate the selection, scheduling and confirmation of respondents for the focus groups and other qualitative methodologies to ensure projects meet deadlines.
5. To undertake various project management tasks to help deliver both bespoke and annual work in a timely and effective manner.
6. To work in partnership with the Student Union in helping the Senior Institutional Research Analyst develop and maintain a closer working relationship to help colleagues understand concerns, address issues and feedback progress in the most appropriate manner.

7. To work closely with the quantitative analysts and others within the Business Intelligence and Market Insight team to help produce a holistic overview of the student journey and experience.
8. To undertake primary market research to help colleagues with market sizing, market segmentation and student personae development. To undertake analysis of a range of market and business insights to identify trends, themes and risks in support of the University's strategic objectives.
9. To provide evidence for the Business Intelligence and Market Insight Manager in developing insight for the Portfolio Planning Committee; identifying areas of growth, helping to develop alignment between demand in employment/skills needs and our portfolio, and other research required to support course development.
10. To work on the drafting of questionnaires, discussion guide development and resources required with colleagues and the Senior Institutional Research Analyst.
11. To ensure raw primary research and data is developed into impactful, insightful analysis to be delivered through the most appropriate form (dashboard, presentation, report etc)
12. To develop project research objectives alongside the Senior Institutional Research Analyst and other colleagues, applying market research knowledge and skills to ensure the correct methodologies, techniques and approach are used.
13. Undertake such tasks as appropriate within the post holders' competence as required from time to time by the Line Manager

## **6. CONTEXT**

The University of Westminster has more than 20,000 students from 170 different nations across three Colleges spanning a wide range of disciplines. The consolidated turnover of the University and its subsidiary companies was approximately £211 million for the year ended 31 July 2020.

At the University of Westminster, diversity, inclusion and equality of opportunity are at the core of how we engage with students, colleagues, applicants, visitors and all our stakeholders. We are fully committed to enabling a supportive and safe learning and working environment which is equitable, diverse and inclusive, is based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable.

The Strategy, Planning and Performance Department produces integrated and forward-looking intelligence to support the University in the achievement of its core mission. The Department comprises four teams: Governance, Compliance and Risk; KPI Enhancement; Strategic Planning; and Business Intelligence and Market Insight.

The Department provides stakeholders with timely, accurate and relevant management information for driving efficiencies and effectiveness; it runs the annual strategic planning round with Colleges and Professional Service Departments; and it is responsible for the effective governance of the University.

The University requires all post holders to have an understanding of individual Health and Safety responsibilities and an awareness of the risks in the work environment, together with their potential impact on both individual work and that of others.

The Institutional Research Analyst reports directly to the Senior Institutional Research Analyst and is responsible for undertaking primary and qualitative research across the University. The post holder will contribute to the delivery of departmental objectives.

## **7. DIMENSIONS**

- No line management
- No budget responsibility
- Key stakeholders will include colleagues in the Business Intelligence and Market Insight team, Strategy Planning and Performance and other areas where insight will be used.

## **PERSON SPECIFICATION**

### **1. QUALIFICATIONS**

- A relevant first degree or equivalent relevant experience (E).
- A postgraduate degree and / or equivalent relevant experience (D).
- A relevant professional/working towards a relevant professional qualification e.g. accountancy (D).

### **2. TRAINING AND EXPERIENCE**

- Proven experience of how to apply different primary research and qualitative methodologies.(E)
- Experience of using Market Research and Qualitative tools (e.g. NVivo, JISC Surveys, SPSS, Survey Monkey, Tableau) to produce analysis and reports (E).
- Experience and understanding of different qualitative research methods, and knowledge of when each is most appropriate to the research at hand (e.g. Focus groups, Observation, One-to-One, Case study, Ethnographic Research) (E)
- Experience of working on large primary/qualitative research projects and producing actionable insights from that research (E).
- Experience of effectively communicating qualitative analysis and information to non- specialist stakeholders. (E)
- Experience of working in project teams (E).
- A high standard of numeracy and literacy (E).
- A high standard of IT literacy including excellent MS Office skills, particularly in Excel. This must include the ability to use pivot tables(E)
- A good working knowledge of Data Protection policies and experience of applying them in practice (E)
  
- Evidence of a passion for market research and the need to explore and understand the subject at hand (D)
- Experience of working with business intelligence dashboards (D).
- Experience of working with or within a higher education environment (D).
- Knowledge and understanding of the changing HE landscape (D)

### **3. APTITUDES AND ABILITIES**

- Strong oral and written skills in communicating complex market research to a range of audiences (E).
- Ability to influence Senior Management decision-making (E)
- Ability to work to tight deadlines and organise workload with minimal supervision (E).
- Ability to carry out work accurately and with great attention to detail (E).
- Ability to establish good working relationships with colleagues at a variety of levels and with external agencies (E).
- Ability to work in an efficient and organised manner with the ability to prioritise and handle multiple tasks (E).
- A proactive approach to problem-solving (E).
- A flexible attitude to changing workloads (E).

### **4. PERSONAL ATTRIBUTES**

- Self-motivated with a positive and flexible attitude (E).

- Must be proactive in utilising knowledge, skills and experience to instigate new MI developments (E)
- Ability to work well under pressure on own initiative and as part of a busy team (E).
- Willingness to share knowledge and develop colleagues (E)
- 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.(E)