CANDIDATE PACK

Business Intelligence and Insight Analyst

Strategy, Planning and Performance

UNIVERSITY OF WESTMINSTER

OUR UNIVERSITY

Under the inspirational leadership of Professor Peter Bonfield OBE, the University of Westminster is a place where discoveries are made, barriers are broken, diversity is celebrated and where everyone is welcome. Serving more than 21,000 undergraduate, postgraduate, apprentice and executive students, our mission is to transform the lives of young people from all backgrounds. We seek to make the world a more inclusive, sustainable, better and healthier place through our educational, research and knowledge exchange endeavours.

Since our founding in 1838 we have stood out as innovators, committed to tackling social inequalities. In 2021, our University ranked 2nd in England out of more than 100 higher education institutions for social mobility. The ranking - produced by the Institute for Fiscal Studies and the Sutton Trust – compares the number of students from low-income backgrounds at universities, and the extent to which their studies helped them to move up the income ladder. Westminster has the second highest performance among universities in England.

As we focus forward to 2029, we will continue to do so in a way that is true to our progressive, compassionate and responsible values. Our education offer will be more personalised and authentic, giving students from all backgrounds an opportunity of transformative learning, helping them succeed in their studies and professional lives. Our curriculum will be employability-linked, leading to stronger outcomes and helping prepare our graduates for the world of work and for life. Our research and knowledge exchange will enable us to maximise our positive impact on societies in the UK and around the world in an environment where everyone is inspired to succeed. Our priorities of wellbeing, inclusion and sustainable development will help us as we navigate through the challenges and opportunities towards 2029.

OUR PRIORITIES

The University's 2022-2029 strategy, Being Westminster, sets us apart and builds on our unique history and achievements. In our University, we value social justice, moral conscience, inclusivity and equality, acting positively together to make change for good.

The University of Westminster has three priorities.

WELLBEING

Working and studying together at Westminster as a community of students and colleagues is a big part of our lives – doing so in an environment that places our wellbeing front and centre helps us to be safe and feel safe. We care for the safety, health and wellbeing of those around us as well as ourselves.

INCLUSION

All Westminster, colleagues and students are in a supportive and safe learning and working environment which is equitable, diverse and inclusive, is based on mutual respect and trust, and is a place where harassment and discrimination are not tolerated. As a responsible institution, we strive to ensure and to champion equality. As a progressive institution, we take pride in our diversity. As a compassionate institution, we commit to an inclusive culture that allows students and colleagues to reach their full potential.

SUSTAINABLE DEVELOPMENT

We take inspiration from the 17 United Nations' Sustainable Development Goals (SDGs) in how we drive our actions and activities and governance across our University. As a community, we bring together our collective energies to play our part in addressing the climate crisis and inequalities to enable a more sustainable and socially just world. We are one of the top 20 universities in the world in SDG 5 for providing equal access and supporting the academic progression of women. We are one of the top 25 universities in the world in SDG 10 tackling economic, health based and international inequalities. We are in the top 50 universities in SDG 12 for promoting resource and energy efficiency, having a sustainable infrastructure, and providing access to basic services for all.

OUR OBJECTIVES **2022-2029**

Against a backdrop of a changing and challenging higher education environment, the University has recently completed a major review of its objectives and strategy, and has published its commitments for the period 2022-29.

EDUCATION

We will offer personalised and authentic education, underpinned by an inclusive curriculum, to enable all our students, from all backgrounds, to engage in transformative learning and to succeed in their studies and professional lives. We will address global, political, and social challenges through a relevant demand-led and forward-looking portfolio. We will do this by offering authentic teaching, learning and assessment modes which immerse students in the wider-world through live projects, work-based learning and global opportunities. We will invest in our people to enable all teaching colleagues to plan and deliver exceptional learning experiences and professional colleagues to offer exceptional support. Students will be empowered by working in partnership with colleagues and fellow students to shape the Westminster experience. We will develop an integrated physical and digital environment that supports excellent practical, active and collaborative learning for all our students.

RESEARCH AND KNOWLEDGE EXCHANGE

Research and knowledge exchange are fundamental to our commitment to making a positive difference to the world and transforming lives. We are committed to research in four priority areas: Diversity and Inclusion; Health Innovation and Wellbeing; Sustainable Cities and the Urban Environment; Arts, Communication and Culture. Our excellence in research and knowledge exchange will infuse our education endeavour, inspiring and equipping our students as agents of change locally as well as globally. We will continue to grow our community of PhD researchers, ensuring that the Westminster postgraduate research experience remains sector leading and the foundation for great careers. In knowledge exchange we will focus on engagement with government, business and with the public and local community. We will achieve more when we identify shared interests and build partnerships with our communities and collaborate for the public good with a clear civic purpose.

EMPLOYABILITY

We will ensure that all our students benefit from employability-led learning and purposeful engagement with employers, business and industry, to give students from every background the best possible preparation for the world of work and enable the best possible employability outcomes. We will do this through the further extension and embedding of programmes such as work-based and placement learning; the Westminster Employability Award; Westminster Working Cultures; mentoring; and student enterprise. Employability-related learning will be a core and critical part of the courses and curriculum we offer, right across the University. It will be front and centre of life at the University for students and colleagues.

A key priority will be the development of a dedicated Centre for Employability and Enterprise at 29 Marylebone Road, intended to transform our student experience and our engagement with business, industry and employers. The Centre will provide a game-changing experience through which undergraduate and postgraduate students from across Westminster will come together and practise enterprise; develop an entrepreneurial mindset and skills; access training, work, projects, business advice and mentoring; and connect directly with employers. The future-focused environment of the Centre will scale up our employability provision, helping our students to be 'fit for the future' in the most challenging of post-pandemic labour markets and economic environments. It will strengthen links between our UK-based and international employer partners and our motivated, bright, work-ready students, affording employers access to a diverse mix of people right for the needs of the contemporary workforce.

GLOBAL ENGAGEMENT

We will raise the international reputation and reach of the University, ensuring that 30% of our undergraduate community and 70% of our taught postgraduates come to us from overseas. Overseas partnerships will remain central to our global engagements. We will prioritise the outward mobility of our students to partner institutions, Contributing to students' development of employability skills and competences. We will extend and deepen our Trans-National Education relationships. These partnerships, particularly that with Westminster International University in Tashkent, will move beyond franchised or validated arrangements to embrace employability, alumni-related research, CPD and knowledge exchange connections.

OUR STRUCTURE

ACADEMIC STRUCTURE

Our structure is built to deliver an enhanced learning environment, stronger and broader industrial, international and professional connections and pioneering and impactful research. The University comprises three Colleges:

Westminster Business School

- School of Organisations, Economy and Society
- School of Finance and Accounting
- School of Applied Management
- School of Management and Marketing

College of Creative Arts and Technologies

- School of Architecture and Cities
- Westminster School of Arts
- School of Computer Science and Engineering
- Westminster School of Media and Communications

Liberal Arts and Sciences

- School of Social Sciences
- Westminster Law School
- School of Humanities
- School of Life Sciences

The University Executive Board comprises:

- Vice Chancellor and President
- Deputy Vice Chancellor (Employability and Global Engagement)
- Deputy Vice Chancellor (Education and Students)
- Deputy Vice Chancellor (Research and Knowledge Exchange)
- Chief Operating Officer and University Secretary
- Three Heads of College

PROFESSIONAL SERVICES

Our Professional Services teams support the effective and professional delivery of our teaching, research and knowledge exchange and the management of student residences and sports facilities.

- Academic Registry
- Business Engagement and Graduate Futures Directorate
- Digital and Technology Services
- Estates
- Finance and Commercial Activities
- Global Engagement
- Global Recruitment, Admissions, Marketing and Communications
- Graduate School
- People, Culture and Wellbeing
- Research and Knowledge Exchange Office
- Strategy, Planning and Performance
- Student and Academic Services
- Learning Innovation and Digital Engagement

JOB DESCRIPTION

Job Title: Business Intelligence and Insight Analyst
Reports to: Head of Business Intelligence and Insight in the Strategy, Planning and Performance
Department: Strategy, Planning and Performance
Grade: NG6

ROLE PURPOSE

To support evidence-based decision making across the University, through the delivery of accessible data and analysis. Working with senior colleagues across the University and the Strategy, Planning and Performance Directorate to support strategic decision making and integrated planning University-wide. The post holder will be expected to work on a wide variety of projects across the student lifecycle and university strategy. The role-holder will be required to work with a range of data and information to generate engaging dashboards and visualisation, clear reports, findings and actionable insight that inform decision making, ensuring that information aligns to business needs.

PRINCIPAL ACCOUNTABILITIES

1. To work closely with colleagues in the Business Intelligence team to develop management information which addresses the needs of the University by contributing to the compilation, analysis, visualisation and reporting of a wide range of data.

2. To query, compile and analyse internal and external (e.g. from HESA, HEIDI Plus and UCAS) data sets and provide insight, recommendations and management information reports to a wide range of University colleagues in order that they can monitor progress and make informed decisions.

3. To work closely with appropriate colleagues to develop management information dashboards covering all elements of the student journey using the University's business intelligence (BI) systems (currently QlikView and any successor system) and other relevant systems and tools.

4. To work collaboratively with colleagues across the institution to interpret direction and be proactive in developing innovative new ways of looking at data to help colleagues visualise and use evidence in their decision making.

5. It is expected that the post holder will contribute to the compilation, analysis, reporting and visualisation of a wide range of data, but with a particular focus in development management information across the following areas:

a) The monitoring and reporting of the university's student recruitment cycle making use of internal application and enrolment data and external datasets (UCAS).
b) Information related to student numbers including forecasting future numbers and income, and dashboards that enable colleagues to better understand the student population.
c) Market and performance analysis using sector datasets to understand the strength of the University's reputation and portfolio of courses.
d) The monitoring and reporting of the student lifecycle from application to enrolment.
e) To improve the availability of consistent, relevant market insight data, enabling marketing to be undertaken using a strong evidence base, and resources to be used efficiently and effectively.
f) Monitoring and analysis of University performance across KPIs and lead indicators

6. To support the integrated planning and performance process by producing appropriate reports, papers and management information within a periodic schedule or ad hoc as appropriate, depending on the business need.

7. To support the monitoring and development of the academic portfolio and related annual Portfolio Review and continuous review processes.

8. Support student number planning and the development of portfolio commissioning brief through the production of proactive horizon-scanning analysis which helps the University to understand its position within the market and to inform strategic and operational decision-making.

9. It is expected that the post holder will work across a wide range of data and information including the student lifecycle (application, enrolment, retention, progression, attainment) reputational indicators such as UCAS, statutory returns, league tables, TEF, market insight and other datasets as appropriate e.g. colleague, research or KE data.

10. To respond to ad hoc queries from colleagues for data, information and analyses to support decision-making.

11. To undertake regular benchmarking exercises and make recommendations about current and future opportunities and threats to senior managers.

12. Undertake such tasks as appropriate within the post holder's competence as required from time to time by the Line Manager.

CONTEXT

The University of Westminster has approximately 20,000 students across 3 Colleges spanning a wide range of disciplines.

The Strategy, Planning and Performance directorate produces integrated and forward-looking intelligence to support the University in the achievement of its core mission. 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 Department comprises three teams: Governance, Compliance and Risk; Strategic Planning; and Business Intelligence & Insights. The Department consists of approximately 20 professionally qualified team members based in our central London location. The team of Business Intelligence and Insight Analyst reports into the Head of Business Intelligence and Insight and works across the Strategy, Planning and Performance Department supporting the development and analysis of management information.

The successful candidate will be able to take ownership of their own area of work, Market Insight, as well as work across the team on key priorities throughout the year, such as NSS results. This way of working facilitates collaboration, career development and development of team spirit.

The Analysts will be expected to work flexibly across the team and to support other areas of the university to improve reporting and management information production, for example; working with stakeholders to improve availability of consistent market insight data, enabling marketing to be undertaken using a strong evidence base.

The consequences of the work undertaken by this team will be to improve decision-making and performance across the university by making the right information available in the right format to the right people.

The University requires all postholders 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.

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; Strategic Planning; and Business Intelligence & Insights .
The University requires all postholders 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.

DIMENSIONS

- No line management
- No budget responsibility
- The work that the Business Intelligence and Insight Analyst undertakes will have significant implications for planning and performance monitoring, e.g. data sets that underpin the integrated planning process, annual monitoring and decision making regarding the future size and shape of the University.

PERSON SPECIFICATION

QUALIFICATIONS

Essential

- First degree or equivalent relevant experience

Desirable

- A postgraduate degree or equivalent experience
- A relevant professional qualification/working towards professional qualification or with equivalent relevant experience in information analysis.

TRAINING AND EXPERIENCE

Essential

- Experience of production of a wide range of complex numerical and analytical reports in a planning contex
- Experience of using QlikView and other Business Intelligence tools (such as Tableau) to present data and support planning processes, and using data analysis tools such as SPSS, NVivo for analysis of quantitative and qualitative raw data
- Experience of designing and developing user-friendly dashboard, visualisation and analysis products for reporting and dissemination of key data and insights; from requirements gathering to delivery.
- Experience of working with UK Higher Education data sets
- Experience of successfully identifying and responding to business need to design and deliver the required datasets, reports, dashboards and visualisations.
- A proven knowledge of GDPR policies and compliance and experience of working appropriately with sensitive and/or confidential data .
- Proven ability to act as a 'bridge' between users and technical solutions and provide information in a clear manner to be understood by a range of audiences
- Experience of working in project teams
- A high standard of numeracy and literacy
- A high standard of IT literacy including excellent MS Office skills, particularly in Excel. This must include the ability to use pivot tables and advance formulas .

Desirable

- Experience in carrying out intelligence gathering for strategic research projects and competitor intelligence reports
- Experience in quantitative and qualitative research techniques, such as online surveys and focus groups etc.
- Experience of using SQL or related query languages
- Experience of working in Higher Education
- Experience of working with financial and student number data
- Experience of working with higher education statutory returns

APTITUDES, ABILITIES AND PERSONAL ATTRIBUTES

Essential

- Strong oral and written skills in communicating complex numerical data to a range of audiences
- Ability to work to tight deadlines and organize workload with minimal supervision
- Ability to carry out work accurately and with great attention to detail
- Ability to work in an efficient and organized manner with the ability to prioritise and handle multiple tasks
- A proactive approach to problem-solving
- A flexible attitude to changing workloads.
- Self-motivated with a positive and flexible attitude
- Ability to work well under pressure on own initiative and as part of a busy team
- 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

HOW TO **APPLY**

To apply for this vacancy, please visit our vacancies page where you will be able to register as a candidate and complete your online application.

You will be requested to upload a CV which will be used to populate relevant sections of your application. You will also be requested to complete a concise statement in support (ideally no longer than 1000 words), addressing the criteria in the Person Specification and your motivation for applying.

The deadline for receipt of applications is 11.59pm on 15 November 2026

Interviews will take place on 23 November 2026.

An appointment will be made subject to proof of eligibility to work in the UK and satisfactory references being obtained.

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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 University has adopted Smart Working principles to support and further our Equality, Diversity and Inclusion aims of being an inclusive, collaborative and flexible employer. Further details of Smart Working can be discussed at interview stage.

OUR **BENEFITS**

The University offers a range of wellbeing and work-life balance benefits to recognise and reward the essential contribution our colleagues make to success and growth. Our benefits are inclusive for colleagues of all backgrounds including LGBTQ+ colleagues, disabled colleagues, pregnant colleagues, parents and carers, as well as colleagues of all genders, age, ethnicities, nationalities, religion and beliefs, and marriage and civil partnership status.

- 35 days annual leave per year, plus bank/national holidays and University of Westminster closure days (pro-rata for part-time staff).
- A generous occupational pension scheme.
- Annual incremental progression and/or cost of living reviews.
- Generous maternity, paternity and adoption leave.
- Flexible working and smart working.
- Learning and development opportunities.
- Free membership rates for a wide range of sporting facilities, including gyms at Regent Street and Harrow campuses, as well as the Chiswick Sports Ground.
- Employee assistance programme.
- The opportunity to participate in other attractive employee benefit schemes such as Cycle to Work, Eye Care Vouchers, Season Ticket Loans, and Give As You Earn.

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