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**Job Description**

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| **Job title:** | **Market Research Analyst** |
| **Department/School:** | **Marketing, Communications & External Affairs** |
| **Grade:** | **7** |
| **Location:** | **University of Bath premises** |

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| **Background** |
| The University of Bath is one of the UK's leading universities for high-impact research with a reputation for excellence in education, student experience and graduate prospects.  Research from Bath is helping to change the world for the better. Across the University’s three Faculties and School of Management, our research is making an impact in society, leading to low-carbon living, positive digital futures, and improved health and wellbeing.  The University of Bath strives to offer some of the best student and employee experience within UK higher education. We are an employer where difference is celebrated, respected, and encouraged. We have an excellent national and international reputation with staff from over 60 different nations and have made a positive commitment towards gender equality and intersectionality receiving a Silver Athena SWAN award.  Through our Marketing, Communications and External Affairs teams, our vision is to empower people to choose the University of Bath. We support colleagues to deliver the University’s strategic objectives though our professional expertise and advice.  This post is a key role within the central Marketing team. |

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| **Job purpose** |
| You are responsible for providing high quality market analysis and reporting to inform the development and delivery of institutional business, marketing, and communication strategies.   Through consultancy to understand strategic context, proactive data analysis and effective use of appropriate research methodologies you will identify relevant trends, uncover insights and make actionable recommendations as to how the University and its departments can mitigate risks and take advantage of market opportunities whether they be strategic or operational in nature.  The scope of activity will include the development and enhancement of the University’s portfolio of academic programmes and the optimisation of the University’s marketing activities with the aim of ensuring that the University’s marketing activity is built on a robust understanding of market opportunities and insight into stakeholder needs and expectations. |

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| **Source and nature of management provided** |
| *Line management will be provided by the Head of Business Insight.* |

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| **Staff management responsibility** |
| *N/A* |

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| **Special conditions** |
| *N/A* |

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| **Main duties and responsibilities** | |
| **1** | Conduct market research and analysis relating to undergraduate and postgraduate recruitment and programme development. |
| **2** | Analyse and report findings from data procured by the University in support of development and delivery of institutional marketing strategies and activities, using the insight obtained to influence planning of strategic direction and operational decision making |
| **3** | Provide consultation for individual departments within the University by identifying their marketing and communications problems and make recommendations based on a market research and data analysis. |
| **4** | Develop and manage a programme of regular monitoring and evaluation of Marketing & Communications activities undertaken by the University drawing conclusions and recommending appropriate action in a timely manner on how and where to improve effectiveness |
| **5** | Conduct comprehensive analysis and reporting on the effectiveness of Marketing & Communications activities to meet the needs of internal stakeholders, including Senior Management, while also identifying and recommending opportunities for the University to enhance its understanding of the market environment and target audiences. |
| **6** | Manage external market research providers as and when required. |
| **7** | Review and promote internal best practice in relation to market research and analysis in departments, faculties and schools |
| **8** | Maintain an in-depth understanding of national and international developments and trends in the Higher Education sector, including marketing strategies and the positioning of competitor institutions and Higher Education Mission groups, responding appropriately to these insights to ensure strategic alignment and competitive advantage. |
| **9** | Run workshops and seminars to present market insights and share the professional views. |
| **10** | Support the work of the Marketing & Communications Department as required and as appropriate to the grade of the post |
| You will from time to time be required to undertake other duties of a similar nature as reasonably required by your line manager. You are required to follow all University policies and procedures at all times and take account of University guidance. | |

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**Person Specification**

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| **Criteria** | **Essential** | **Desirable** |
| **Qualifications** |  |  |
| Education to degree level or equivalent with substantial experience or a graduate with proven relevant experience and equivalent experiential learning/work experience | ✓ |  |
| **Experience/Knowledge** |  |  |
| A thorough professional understanding of the principles of marketing research and market analysis. | ✓ |  |
| Experience of delivering effective market analysis and reporting which has influenced organisational decision-making. | ✓ |  |
| Experience in conducting quantitative marketing research surveys, from planning and implementation to analysis and reporting | ✓ |  |
| Experience in conducting qualitative research, such as focus groups, from planning and implementation to analysis and reporting | ✓ |  |
| Knowledge of basic statistics | ✓ |  |
| Experienced user of Microsoft Office tools, including Words, Excel, and PowerPoint. | ✓ |  |
| Experience of preparing and delivering formal written reports and presentations for a range of audiences | ✓ |  |
| Evidence of effective team working. | ✓ |  |
| Experience of managing processes and procedures in a complex service-delivery environment |  | ✓ |
| Experience of developing and delivering briefing for market research activities to be conducted by external provider |  | ✓ |
| Familiarity with user research methodologies such as persona and journey mapping |  | ✓ |
| **Skills** |  |  |
| Excellent IT skills including word processing, spreadsheet and presentation packages | ✓ |  |
| Possess strong proficiency in Excel, demonstrating advanced skills in spreadsheet management, data analysis, and complex formula creation. | ✓ |  |
| Effective communication skills, both written and oral, with the ability to present and report professionally at a senior level | ✓ |  |
| Insight generation skills with a high level of accuracy and attention to detail, capable of analysing and presenting complex quantitative and qualitative data clearly and concisely | ✓ |  |
| Ability to think analytically and critically to contribute to the development and implementation of actions | ✓ |  |
| Familiarity with PowerBI |  | ✓ |
| Excellent organisational and project management skills |  | ✓ |
| Proficiency in statistical analysis using appropriate software packages (for example SPSS) |  | ✓ |
| **Attributes** |  |  |
| Capacity for autonomous working as well as the ability to contribute as an active member of the team | ✓ |  |
| Adaptable and flexible, with a strong ability to prioritise and effectively respond to competing demands and new projects | ✓ |  |
| Customer-focused, resilient, and determined, demonstrating an exceptional capacity to manage challenges | ✓ |  |
| Eager to embrace and adapt to new technologies and methodologies, with a strong aspiration for continuous learning and improvement | ✓ |  |