

# Job Description & Person Specification

Last updated: 2019

## JOB DESCRIPTION

Post title:	<b>Student Insight Researcher</b>		
Academic Unit/Service:	Student Experience Directorate		
Faculty:	Professional Services		
Career pathway:	Management, Specialist and Administrative	Level:	4
*ERE category:	n/a		
Posts responsible to:	Head of Student and Market Insight		
Posts responsible for:	n/a		
Post base:	Office-based		

Job purpose
<p>This is a key post in the Student &amp; Market Insight capability within Southampton's Student Experience Directorate. The Student &amp; Market Insight team at Southampton brings together a range of capabilities including market research, market insights and data analysis to ensure the University has the data, information and analysis it needs to inform and drive evidence based decision making and to inform, test and measure progress of the University 10 year plan.</p> <p>The post holder will be a highly analytic, strategic thinker who is confident in working with and drawing together multiple data and information sources to make clearly articulated and presented strategic recommendations for use by senior stakeholders. They will be required to work flexibly across a range of data/information sources and market research methodologies to respond to business priorities. They will deliver market research projects (qualitative &amp;/or quantitative) and market analysis and insight to support the University in delivering on its strategy and business plans including those specific to areas such as Recruitment, Marketing, Education, Widening Participation and International. The post holder will work with a wide range of staff within the team as well as with other professional services/academic departments across the University</p> <p>The post-holder's key areas of responsibility include:</p> <p>To undertake high quality end to end market research from design, fieldwork and analysis to insight/recommendations in relation to, for example: the student experience, student/applicant journey and decision making. To draw together and analyse data and insight from multiple sources to deliver market analysis, interpretation and recommendations to support University management in identifying areas of growth and opportunities for portfolio development in line with University strategy and to provide support for business processes related to curriculum and educational portfolio development.</p>

These activities are carried out in order to:

- Inform, test and monitor University strategies
- Inform and monitor the institutional response to external accountability measures such as NSS, TEF and league tables.
- Support the University management in evidence-based decision making through performance reporting, data analysis and insight
- Deliver insightful market research into student experience and satisfaction, assessing university performance in line with university strategy. To include the delivery of analysis and interpretation of student experience surveys such as the NSS alongside ad hoc projects.
- Deliver compelling market research and insight supporting the university marketing and recruitment strategies, including marketing & event/service evaluation, research addressing applicant decision making & expectations
- To undertake market analysis through the synthesis and analysis of multiple sources of data and information
- Respond to requests from both internal and external stakeholders for information and analysis related to the student lifecycle and other University and sector datasets

To present analysis and recommendations resulting from the activities above to a variety of audiences ranging from the University executive, senior decision makers, heads of professional services alongside a large number of users in faculty and Professional Services.

This post is situated within the Student & Market Insight team.

Key accountabilities/primary responsibilities	% Time
<p>1. To contribute to strategic evidence based decision making in the University through the provision of actionable market research to support areas such as the student experience/TEF and the student/applicant journey and decision making. This includes:</p> <ul style="list-style-type: none"> <li>▪ To work with the Head of Insight to deliver research into the student experience, assessing university performance in line with university strategy, ensuring the delivery of a range of reports and analysis for use by University managers in decision making processes in order to enhance the student experience. To include the delivery of analysis, interpretation and insight from the NSS and other student experience surveys/projects key to the University strategy and performance in external benchmarks such as TEF/League tables.</li> <li>▪ To work with the Head of Insight to deliver compelling research and insight supporting the university marketing and recruitment strategies, including marketing &amp; event/service evaluation, applicant decision making &amp; expectations</li> <li>▪ To undertake in-house market research projects (quantitative and/or qualitative) from design through execution to analysis and recommendations.</li> <li>▪ To deliver reports and presentations that are insightful, actionable and with clear recommendations</li> </ul>	60 %
<p>2. To provide market analysis, interpretation and recommendations to inform the strategic development of the university portfolio and growth in new markets. Driving the portfolio forward by working in partnership with relevant stakeholders to inform the development of new courses and activities that are attractive to prospective students and allow the University to leverage market opportunities. Advising stakeholders of current/future markets and competitors.</p> <ul style="list-style-type: none"> <li>▪ To provide in depth market analysis, interpretation and recommendations to support evidenced based decision making by University management in identifying areas of growth and the development of a strategy for the University portfolio. To include supporting the development of strategy for investment in new markets/subject areas and associated business cases, estate and financial plans. To be a point of expertise and provide support for business processes related to curriculum and educational portfolio development e.g. programme validation</li> </ul>	10 %
<p>3. Work with a variety of quantitative datasets to produce analysis and insight including, but not exclusively, Student/applicant data, student/applicant experience &amp; satisfaction surveys</p>	10 %

Key accountabilities/primary responsibilities		% Time
4.	The post holder will support the Head of Insight in overseeing the University's Administrative Research Ethics and Quality Assurance Process and provide appropriate advice to colleagues conducting market research (primary and secondary) contributing to the design, delivery and analysis of the research.	10 %
5.	To attend internal and external committees, project and working group meetings to ensure appropriate departmental or University issues are discussed, and to participate in University-wide activities as appropriate.	10%
6.	Any other duties as allocated by the line manager following consultation with the post holder.	

Internal and external relationships	
<ul style="list-style-type: none"> <li>• Senior management,</li> <li>• Other senior decision makers and groups</li> <li>• Academic and professional services staff</li> <li>• Marketing, Strategy and Faculty teams</li> <li>• Relevant suppliers to the University</li> </ul>	

## PERSON SPECIFICATION

Criteria	Essential	Desirable	How to be assessed
Qualifications, knowledge and experience	<p>UK honours degree with a strong statistical /data analysis /market research content or equivalent professional qualifications / experience</p> <p>Proven experience of quantitative market research – survey design, project management, analysis &amp; reporting results including use of survey design software e.g. Qualtrics, Snap or similar.</p> <p>Experience of qualitative market research – project design, conducting fieldwork, analysis &amp; reporting results</p> <p>Proven experience of analysing and producing insight from quantitative market research data</p> <p>Knowledge of how market research and intelligence informs communications and marketing strategies</p> <p>A high level of numeracy coupled with a proven ability to accurately analyse and interpret complex data.</p> <p>Significant experience of working with different types of data/ information, and synthesising information from various sources to form a comprehensive and concise picture</p> <p>Proven experience of undertaking thorough and detailed analysis and of using those findings to develop recommendations, presenting outcomes in a clear and concise manner</p> <p>Proven experience of managing ethical considerations when conducting this type of work, and MRS code of conduct</p> <p>Experience of writing concisely and of communicating complex issues simply.</p> <p>Proven experience in communicating data in engaging and compelling formats</p> <p>Excellent and current knowledge of common IT systems (MS Office applications e.g .excel and ppt) and of manipulating data.</p> <p>Proven experience of ensuring data quality and accuracy</p>	<p>Experience of working within Higher Education sector.</p> <p>MRS membership / qualifications / accreditation</p> <p>Experience in carrying out statistical analysis of data using tools such as SPSS, etc</p>	Application and interview

	Knowledge of data protection considerations when conducting this type of work		
Planning and organising	<p>Able to plan up to 12 months ahead to develop and deliver a coherent work plan.</p> <p>Able to manage a broad range of competing demands and activities including those with both short term and longer term delivery dates.</p> <p>Able to plan and manage significant new projects or activities, ensuring plans complement broader departmental/organisational strategy.</p>	Ability to apply project management processes.	Application, interview and references
Problem solving and initiative	<p>Ability to apply professional/specialist knowledge to analyse complex problems and recommend solutions/plans of action</p> <p>Able to anticipate and respond to problems in a practical manner</p> <p>Able to apply originality in modifying existing approaches to solve problems.</p> <p>Proven ability to apply one's own experience and knowledge to a problem and to make systematic and rational judgements based on relevant information.</p> <p>Able to analyse data to inform your decisions and to use those data to produce concise reports and summaries for senior managers and committees.</p>		Application, interview and references
Management and teamwork	<p>Able to work proactively with colleagues in other work areas to achieve outcomes.</p> <p>Able to work flexibly and adapt work routines as required by the annual cycle.</p> <p>Ability to work independently and as part of a team</p> <p>Able to solicit ideas and opinions to help form specific work plans.</p> <p>Able to positively influence the way a team works together.</p> <p>Able to ensure colleagues are clear about changing work priorities and service expectations.</p>		Application, interview and references
Communicating and influencing	High level of written and verbal communication skills including the ability to communicate new and complex (numerical) information effectively, both verbally and in writing, engaging the interest and enthusiasm of the target audiences, including the University Executive Group and key external agencies.		Application, interview and references

	<p>Excellent interpersonal skills with the ability to inspire confidence in others.</p> <p>Proven experience of using own knowledge and experience to inform and influence others, and to negotiate.</p> <p>Proven ability in undertaking careful research to understand an issue and to prepare an appropriate response to it, including producing high quality and relevant reports or presentations and in preparing for meetings.</p> <p>Experience in gathering feedback from, and providing information to, stakeholders in order to respond to changing business needs.</p>		
Customer experience	Committed to the delivery of a high-quality customer experience.		Application and interview
Special requirements			Application and interview

# JOB HAZARD ANALYSIS

## Is this an office-based post?

<input checked="" type="checkbox"/> Yes	If this post is an office-based job with routine office hazards (eg: use of VDU), no further information needs to be supplied. Do not complete the section below.
<input type="checkbox"/> No	If this post is not office-based or has some hazards other than routine office (eg: more than use of VDU) please complete the analysis below. Hiring managers are asked to complete this section as accurately as possible to ensure the safety of the post-holder.

## - HR will send a full PEHQ to all applicants for this position. Please note, if full health clearance is required for a role, this will apply to all individuals, including existing members of staff.

ENVIRONMENTAL EXPOSURES	Occasionally (<30% of time)	Frequently (30-60% of time)	Constantly (> 60% of time)
Outside work			
Extremes of temperature (eg: fridge/ furnace)			
## Potential for exposure to body fluids			
## Noise (greater than 80 dba - 8 hrs twa)			
## Exposure to hazardous substances (eg: solvents, liquids, dust, fumes, biohazards). Specify below:			
Frequent hand washing			
Ionising radiation			
<b>EQUIPMENT/TOOLS/MACHINES USED</b>			
## Food handling			
## Driving university vehicles(eg: car/van/LGV/PCV)			
## Use of latex gloves (prohibited unless specific clinical necessity)			
## Vibrating tools (eg: strimmers, hammer drill, lawnmowers)			
<b>PHYSICAL ABILITIES</b>			
Load manual handling			
Repetitive crouching/kneeling/stooping			
Repetitive pulling/pushing			
Repetitive lifting			
Standing for prolonged periods			
Repetitive climbing (ie: steps, stools, ladders, stairs)			
Fine motor grips (eg: pipetting)			
Gross motor grips			
Repetitive reaching below shoulder height			
Repetitive reaching at shoulder height			
Repetitive reaching above shoulder height			
<b>PSYCHOSOCIAL ISSUES</b>			
Face to face contact with public			
Lone working			
## Shift work/night work/on call duties			