

Job description & person specification

Last updated: February 2023

JOB DESCRIPTION

Post title:	Insight Analyst		
Academic Unit/Service:	Global Recruitment and Admissions		
Professional Service:	Global Recruitment and Admissions		
Career pathway:	Management, Specialist and Administrative (MSA)	Level:	3
*ERE category:	N/A		
Posts responsible to:	Head of Market Insight (MSA Level 5)		
Posts responsible for:	N/A		
Post base:	Office-based		

Job purpose -
<p>This is a key post in the data reporting, analysis and accessibility capability within the Policy and Insight team. The Policy and Insight team brings together a range of capabilities including market and competitor analysis, market research, horizon scanning, policy and business intelligence to ensure the University has the data, information and analysis it needs to inform and drive evidence-based decision making.</p> <p>The primary function of this role is to ensure the provision of comprehensive, effective, accessible and efficient data reporting and analysis on markets, competitors, portfolios, applicants and students in order to support the University management in evidence-based decision making across student recruitment and student experience.</p>

Key accountabilities/primary responsibilities	% Time
<p>1. The post-holder's key area of responsibility is to support the team in data analysis and reporting, in partnership with key stakeholders.</p> <ul style="list-style-type: none"> To perform detailed analysis, interpretation and manipulation of data from a wide range of primary and secondary sources. To create reports and highlights and prioritise issues To conduct analysis to support the University Strategy, recruitment, marketing and outreach activities, portfolio reviews, admissions policy reviews, sector benchmarking and the student experience. This will include the collating, interrogating and manipulating large datasets in appropriate data packages. To undertake desk research and horizon scanning to develop the team and University's knowledge base 	50%

Key accountabilities/primary responsibilities	% Time
2. To support the University's new and existing data resources by: <ul style="list-style-type: none"> Supporting the team's data accessibility strategy by developing dashboards and other data delivery mechanisms to disseminate data and information to the University community Developing and maintaining data sources for existing dashboards and applications Continuously reviewing the portfolio of data resource available to maximise their effectiveness and identify information gaps. 	25%
3. To work with the Associate Director Policy and Insight and other members of the team to integrate a range of primary and secondary datasets and information sources to provide a holistic view to the University	10%
4. To support the team and undertake general administration tasks as appropriate including the co-ordination of data purchased from external providers such as HESA and UCAS. To review needs, arrange purchases, maintaining and updating data sources in line with University and data protection requirements.	5%
5. To contribute, as a member of GRA, towards broader initiatives to ensure and implement an excellent applicant, partner and student experience. Participate in cross-functional activities such as international student registration, open days and student recruitment events; confirmation and clearing.	5%
6. To work with the team and other stakeholders to improve the quality of reporting and insight across the University and ensure that high quality analysis and research underpins all key strategic decision-making.	5%
7. Any other duties as allocated by the line manager following consultation with the post holder.	

Internal and external relationships (including nature and purpose of relationships)
<p>Post Holder will need to work closely with GRA Associate Directors and colleagues across the International Office, marketing, events, admissions. The post holder will also work with Associate Deans Education and faculty colleagues as well as with other functions responsible for data reporting across the University, such as the DAI team / Performance & Planning.</p> <p>It will also be necessary to liaise with stakeholders from outside the University including market research networks, HESPA, British Council, etc.</p>

PERSON SPECIFICATION

Criteria	Essential	Desirable	How to be assessed
Qualifications, knowledge & experience	Diplomas of Higher Education (DipHE), Higher National Diplomas (HND), BTEC Professional award, certificate and diploma level 5 with a strong statistical / data analysis content, or equivalent work experience in a statistical / data analysis field	Knowledge of data sources available about HE sector e.g., HESA and UCAS Familiarity with analytical software e.g. Python, R, SQL, Alteryx etc. Understanding of different data analysis methodologies (quantitative	Application/ interview

	<p>Experience of working with and developing data visualisations using PowerBi (or similar tools, e.g., Tableau, Qlikview)</p> <p>A high level of numeracy coupled with experience of producing and analysing complex statistical data from multiple electronic sources.</p> <p>Ability to accurately analyse and interpret complex quantitative data, presenting summary information in a clear and concise manner</p> <p>Experience of working with different types of data, 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 ensuring data quality and accuracy</p> <p>Awareness of data protection considerations when conducting this type of work</p> <p>Ability to apply project management processes.</p>	and qualitative) and experience of analysing and producing insight from qualitative and quantitative market research data	
Planning & organising	<p>Strong ‘critical thinking’ and analytical skills</p> <p>Shows initiative and demonstrates a “can do” approach</p> <p>Able to anticipate and deal with problems</p> <p>Able to plan and prioritise a range of standard and nonstandard work activities</p> <p>Ability to successfully plan and deliver projects/activities over a period of several months (e.g., to co-ordinate a data project)</p>		Application/ interview

Problem solving & initiative	<p>Able to identify and solve problems by applying judgment and initiative to tackle some situations in new ways and by developing improved work methods.</p> <p>Able to anticipate and deal with problems in a practical manner</p> <p>Able to identify broad trends to assess deep-rooted and complex issues.</p>		
Management & teamwork	<p>Able to work independently and as part of a team</p> <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>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
Communicating & influencing	<p>High level of written and verbal communication skills including the ability to present and prepare reports on complex (numerical) information in a concise and user-friendly way.</p> <p>Ability to build good relationship with a wide range of colleagues across the organisation.</p> <p>Ability to elicit information to identify specific customer needs.</p> <p>Able to offer appropriate proactive advice and guidance on specialist procedures.</p> <p>Proven ability in undertaking careful desk research and analysis to understand an issue and to prepare an appropriate response to it, including producing high quality and</p>		Application/ interview

	<p>relevant reports or presentations and in preparing for meetings.</p> <p>Ability to deal with sensitive information in a confidential manner.</p>		
Other skills & behaviours	<p>Awareness of ethical considerations when processing and analysing data</p> <p>Committed to the delivery of a high-quality customer experience.</p>		Application/ interview
Special requirements	<p>Attention to detail</p> <p>Customer focused</p> <p>Fast learner who is flexible and self-motivated</p>		Interview / references

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			
EQUIPMENT/TOOLS/MACHINES USED			
## 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)			
PHYSICAL ABILITIES			
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			
PSYCHOSOCIAL ISSUES			
Face to face contact with public			
Lone working	x		
## Shift work/night work/on call duties			

