

Post title: **Senior Reputation Analyst**

Date last updated/evaluated: July 2026

Author: Associate Director Strategic Planning & Analytics

School / Department:	Strategic Planning & Analytics
Faculty / Directorate:	Professional Services
Job Family:	Management, Specialist and Administrative (MSA)
Grade:	Level 4
ERE Pathway (if applicable):	Not applicable
Post reporting to:	University Rankings Manager
Post line report(s):	N/A
Post base location:	Hybrid: Campus / Home : Southampton Campuses

Job purpose: This is a new post established to support a strategic major project focused on strengthening Southampton's reputation and performance in external rankings. Working with the University Rankings Manager and Data Scientist (Reputation & Rankings), the post-holder will help build a richer, data-driven understanding of how reputation is formed, measured and influenced, enabling the University to target activity more effectively and assess its impact.

The Senior Reputation Analyst's primary focus will be to provide performance reporting, data analysis, modelling, interpretation and insight to support the University in delivering its reputation and rankings ambitions. The post-holder will be highly analytical and able to think strategically, confident in drawing together multiple sources of data and information to produce clear, evidence-based recommendations for senior stakeholders. They will work flexibly across data sources, deliverables and stakeholder groups, collaborating with colleagues in Strategic Planning & Analytics and with professional services and academic departments across the University.

The role will sit within Strategic Planning & Analytics, the University's central data reporting, insight and analysis team. The Analytics & Insights function brings together expertise in data science, advanced analytics, forecasting, student and market insight, and business intelligence, providing a strong technical environment for collaboration, learning and innovation.

Key accountabilities and indicative time allocation:

- | 1. | 60% |
|---|------------|
| To contribute to improving the University's reputation and league table rankings by supporting evidence-based decision making through detailed manipulation, analysis and reporting of relevant internal and external data.
Such as: | |

- Analyse Southampton's performance across major domestic and international rankings and reputation indicators.
- Interpret and advise on rankings methodologies and identify the drivers of institutional, faculty and subject-level performance.
- Produce benchmarking analysis against competitor and peer institutions.
- Develop and update reports and briefing materials to support decision-making.
- Work with the University Rankings Manager and Data Scientist (Reputation & Rankings) to identify opportunities for targeted improvement.
- Translate evidence into practical recommendations for faculties and professional services.
- Monitor progress and impact of interventions.
- Maintain knowledge of ranking methodologies, sector developments and changes to external metrics.
- Support data quality assurance and interpretation of institutional data used in rankings.

2. 15%

To support the development and use of reputation and rankings data resources by:

- Supporting the team's data accessibility strategy by developing dashboards and other data delivery mechanisms to disseminate reputation and rankings data and insight to the University community.
- Developing and maintaining data sources for reputation and rankings dashboards, reports and other data resources.
- Continuously reviewing the portfolio of reputation and rankings data resources to maximise their effectiveness and identify and resolve information gaps.

3. 10%

To work with the University Rankings Manager, Data Scientist (Reputation & Rankings), the Associate Director of Strategic Planning & Analytics and other members of the wider team to:

- Communicate insights and analysis on reputation and rankings to the wider University community through participation in working groups and committees.
- Integrate a range of primary and secondary datasets and information sources to provide a holistic evidence base for the University.
- Improve the quality of reporting and insight across the University and ensure that high-quality analysis and insight underpin key strategic decision-making.

4. 10%

To support the delivery, coordination and governance of the Reputation Management Strategic Major Project, including preparing materials for meetings, tracking progress against agreed actions, and contributing to project reporting as agreed with the line manager.

5. 5%

To contribute to the day-to-day activities of the Strategy Office, sharing expertise and learnings, attending Strategy Office events and engaging with the work of others from across both the team and the wider University. This may include working as part of project groups, specialist committees and wider team engagement.

Internal and external relationships:

- The post-holder is expected to develop strong working relationships with a range of individuals from across both Professional Services and the faculties.
- Key internal stakeholders are likely to include colleagues in Global Recruitment and

Admissions, Marketing and Communications, Research and Innovation Services, faculties and academic units, Planning, Business Intelligence and data governance teams.

- You will support the preparation of information for committees and boards within the University, in addition to attending meetings and working groups on behalf of Strategic Planning & Analytics.
- It may also be necessary to liaise with external stakeholders, including sector benchmarking networks, higher education analytics networks, rankings-related data providers and other relevant higher education bodies.

Special requirements:

N/A

All essential and desirable criteria outlined in this Person Specification will be assessed through a combination of recruitment application and CV, and where applicable, numerical or written assessment.

Knowledge, Experience and Qualifications

Essential

- Substantial and authoritative practical knowledge and experience in the required operational discipline, supported by general theoretical understanding.
- The required level of knowledge and understanding will normally have been gained through some or all of the following:
 - Considerable work experience
 - Vocational training
 - Formal qualification(s) equivalent to Level 5 or 6 of the Regulated Qualifications Framework e.g. foundation degree or degree with honours, or Level 5 or 6 award, certificate, diploma, NVQ.
- A high level of numeracy coupled with experience of producing and analysing complex statistical data from multiple sources. Excellent Excel skills.
- Experience of integrating, cleaning, validating and analysing complex datasets from multiple sources, including reconciling inconsistent definitions, missing values and year-on-year changes to produce a clear evidence base.
- Understanding of different data analysis methodologies, their strengths, limitations and appropriate applications, including correlation analysis, regression, benchmarking, forecasting, scenario analysis and interpretation of composite or weighted indicators.
- Ability to assess whether patterns, trends and relationships in data are meaningful, reliable and relevant to the decision being made, including recognising limitations such as small sample sizes, confounding factors and correlation versus causation.
- Experience translating complex quantitative analysis into clear insights, options and evidence-based recommendations for decision-makers.
- Awareness of data protection and ethical considerations when processing data and conducting this type of work.

Desirable

- Experience of higher education rankings, league tables or reputation analysis.
- Knowledge of major rankings such as QS, THE, ARWU, Complete University Guide, Guardian or REF-related metrics.
- Experience working with bibliometric, research performance, reputation survey or competitor intelligence data.
- Knowledge of the UK and international higher education policy/rankings environment.

Teamwork and Communication

Essential

- Collaborates effectively in cross-functional teams, recognising the different expertise, perspectives and contributions of colleagues.
- Works proactively with colleagues and other stakeholders, within and beyond the University, to achieve outcomes.
- Communicates effectively to develop understanding and achieve cooperation.

- Provides clear specialist advice, guidance and recommendations on complex issues.
 - Ability to work independently and effectively within a matrix working structure.
 - 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.
-

Planning, Organisation and Resource Management

Essential

- Plans and progresses a range of work activities within broad professional guidelines and established University policies and procedures.
- Identifies development needs and takes steps to build the skills required for the role.
- Able to manage a broad range of competing demands and activities including those with both short-term and longer-term delivery dates.
- Able to plan and manage significant new projects or activities, ensuring plans complement broader departmental/organisational strategy.

Desirable

- Ability to apply project management processes.
-

Problem Solving and Initiative

Essential

- Develops detailed understanding of long-standing and/or complex problems and applies professional knowledge and experience to resolve them.
- Demonstrates an awareness of principles and trends in a professional or specialist field and awareness of how this affects activities in the University.
- Able to analyse data to inform your decisions and to use those data to produce concise reports and summaries for senior managers and committees.
- Able to identify and solve analytical problems by applying judgement and initiative, selecting appropriate methods, testing assumptions, interpreting results carefully and developing improved analytical approaches.

Desirable

- Experience of using AI tools safely and appropriately to support professional tasks.
-

Job Hazard Assessment

A full health clearance is required for this role where any hazards marked “^”, using the agreed Occupational Health referral template [available from here](#). Where a full health clearance is required, this will apply to all role holders, including existing members of staff.

Physical Environment

Working outside ^	Not applicable
Exposure to noise levels >80dbA ^	Not applicable
Working with dust or fumes ^	Not applicable
Working with skin irritants ^	Not applicable
Working with chemicals (industrial or cleaning) ^	Not applicable
Working in a confined space ^	Not applicable
Working at height ^	Not applicable
Working with sewage ^	Not applicable
Contact with cytotoxins ^	Not applicable
Exposure Prone Procedure (EPP) work ^	Not applicable
Contact with clinical specimens or pathology work ^	Not applicable
Direct patient care or patient contact	Not applicable
Exposure to temperature extremes	Not applicable
Frequent hand washing	Not applicable
Ionising radiation	Not applicable

Psychological and Social Environment

Working shifts ^	Not applicable
Working nights ^	Not applicable
Lone working	Not applicable
Working with children	Not applicable
Exposure to persons with challenging behaviour	Not applicable
Working with larger groups	Not applicable

Equipment, Tools and Machines

Working with vibrating machinery or tools ^	Not applicable
Driving duties e.g. LGV, PCVs, forklift trucks ^	Not applicable
Food handling	Not applicable
Contact with latex	Not applicable

Physical Abilities

Prolonged physical movements or actions e.g. walking ^	Not applicable
Prolonged Standing or Sitting ^	Not applicable
Moving or handling heavy loads ^	Not applicable
Repetitive pulling or pushing ^	Not applicable

Repetitive climbing (steps, stools, ladders, stairs) ^	Not applicable
Repetitive crouching, kneeling or stooping	Not applicable
Repetitive lifting	Not applicable
Fine motor grips (e.g. pipetting)	Not applicable
Repetitive reaching below shoulder height	Not applicable
Repetitive reaching at shoulder height	Not applicable
Repetitive reaching above shoulder height	Not applicable
