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**Support and Professional Services**

**Marketing and Communications**

**Market Research and Analysis Manager**

**ZZ600608**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**TERMS OF APPOINTMENT**

Permanent

Full-time

Salary is in the range £38,833 - £47,722 per annum and progress to the top of the scale is by annual increments payable on 1st April each year. Salary is paid into a bank or building society monthly in arrears.

Working hours are 37per week. Overtime is not normally payable but time off in lieu may be given. The working hours are normally from 8.30am to 5.15pm Monday to Thursday and 8.30am to 4.15pm Friday with one hour and ten minutes for lunch. Specific times may vary according to the Department concerned.

Annual leave entitlement is 32 working days in a full leave year. If you work less than 37 hours per week, your leave will be calculated on a pro-rata basis. The leave year commences on 1 October and staff starting and leaving during that period accrue leave on a pro-rata basis. In addition, the University is normally closed from Christmas Eve until New Year’s Day inclusive and on bank holidays.

It is a condition of the appointment for the proper performance of the duties of the post that the appointee will take up residence at a location such that they are able to fulfil the full range of their contractual duties. This residential requirement will be expected to be fulfilled within twelve months of taking up the appointment. The University has a scheme of financial assistance towards the cost of relocation, details of which can be found on the University website:

 <http://www.port.ac.uk/departments/services/humanresources/recruitmentandselection/informationforapplicants/removalandseparationguidelines>

The Appointee will be entitled to join the Local Government Pension Scheme. The scheme's provisions include an index-linked pension with an option to exchange some pension for a lump sum on retirement together with dependants’ benefits. Contributions by the employee are subject to tax relief.

There is a probationary period of six months during which new staff are expected to demonstrate their suitability for the post.

There is a comprehensive sickness and maternity benefits scheme.

**All interview applicants will be required to bring their passport or full birth certificate and any other 'Right to Work' information to interview where it will be copied and verified.** The successful applicant will not be able to start work until their right to work documentation has been verified.

Please note if you are the successful candidate once the verbal offer of employment has been made and accepted, references will be immediately requested. It is the University’s policy that all employment covering the past three years is referenced. A minimum of two references is required to cover this three year period of employment or study (where there has been no employment). One of your referees mustbeyour current or most recent employer.

The successful candidate will need to bring documentary evidence of their qualifications to Human Resources on taking up their appointment.

To comply with UKVI legislation, non-EEA candidates are only eligible to apply for this post if it has been advertised for a total of 28 days.

If the position has a requirement for Disclosure and Barring Service check (DBS), this will be stated in the advert. The DBS Application Form will be provided once the selection process has been completed.

All applications must be submitted by Midnight (GMT) on the closing date published.

**UNIVERSITY OF PORTSMOUTH – RECRUITMENT PAPERWORK**

1. **JOB DESCRIPTION**

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| **Job Title:** | Market Research and Analysis Manager |
| **Grade:** | 8 |
| **Faculty/Centre:** | Support and Professional Services |
| **Department/Service:****Location:** | Marketing and Communications Mercantile House |
| **Position Reference No:** | ZZ600608 |
| **Cost Centre:** | 47463 |
| **Responsible to:** | Head of Brand and Corporate Communications |
| **Responsible for:** | 1 x Market Research Officer1 x Recruitment and Outreach Analytics and Evaluation Officer |
| **Effective date of job description:** | October 2017 |

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| **Context of Job:** |
| The Marketing and Communications Department offers a complete in-house service to promote the University to its various stakeholders. The Department’s services cover a wide range of marketing and communications disciplines, dealing with brand management, internal and external communications, marketing strategy, digital marketing and web strategy, press and public relations, recruitment, community outreach and market research. The role of the Market Research Team is to provide data-driven insight and trends analysis to Marketing and Communications colleagues to inform targeted marketing and recruitment activity, and to support the delivery of the strategic goals as outlined in the Marketing and Communications Strategic Plan 2017 -2020.  |

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| **Purpose of Job:**  |
| To lead the University on strategic market research providing insight that will be used to inform the development of its activity, future portfolio provision and positioning. Oversee and develop major research projects and consultancy work as required to deliver market insights and brand tracking. Provide direction and guidance through a programme of quantitative and qualitative research and analysis for work within the area of recruitment, marketing, brand and academic portfolio. To manage a centralised Market Research team to ensure that the University and the Marketing Department can inform corporate strategy and provide guidance to departmental and faculty marketing activities. Provide comprehensive reporting, dashboard tracking, analysis and reporting of marketing activities to inform the activities of the Marketing and Communications team and colleagues across the University. |
| **Key Responsibilities:** |
| 1. To develop and implement user journeys, market segments, and personas for the University’s key audiences. Work with colleagues in Marketing and Communications to share understanding and ensure that insight is embedded in all activities.
2. To develop a plan for youth trends mapping and providing trends insight to Marketing and Communications colleagues to inform activity.
3. To manage, coordinate and deliver the Marketing and Communications reporting dashboard and analytics.

To develop a plan for a detailed market research programme that will support the delivery of strategic goals in the Marketing and Communications Strategic Plan 2017 - 2020.1. Interrogate and interpret current market intelligence data and competitor research to support and develop strategic initiatives
2. To work with colleagues across the University to ensure coordination of data and market research-based activities.
3. To manage and coordinate University market research information, including recruitment patterns, demographics, education trends, positioning and perceptual analysis and customer satisfaction.
4. To generate or source insight to help assess future needs and trends in further and higher education and the broader environment to inform the development of core business and strategic initiatives.
5. Source, brief, and manage external agencies.
6. Proactive use of market research to guide UK and Overseas recruitment, new products and course development and strategic marketing planning.
7. To manage and coordinate a market research and planning service to internal faculties and departments to aid marketing and recruitment strategies, to include external marketing audits and ongoing competitor analysis.
8. To manage the Market Research budget and commission external and internal research as appropriate.
9. To design and manage specific market research projects, as required.
10. Inform the strategic directionof the work of the Recruitment and Outreach Team.
11. Lead on the coordination of focus group work to help inform and develop resources and activities.
12. Provide data-driven insight to inform the widening participation agenda within the University and with its external partners. Coordinate the provision of appropriate data and insight to guide Marketing and Communications activities, such as advertising and direct marketing campaigns. To use forecasting and planning techniques to feed into long and short-term corporate plans and positioning exercises.
13. Implement standardised dashboards and reporting frameworks at both University and faculty level. Include data visualisations to provide engaging narrative for stakeholders. Support Marketing and Communications Department members in utilising insight and reporting to relevant stakeholders.
14. Present data analysis and key insights to the Marketing and Communications senior management team and other relevant stakeholder groups.
15. Be a member of specific project teams as determined by the Director of Marketing andCommunications and the Head of Brand Strategy and Corporate Communications
16. Be responsible for continual evaluation and monitoring of services provided, maintaining and improving delivery as required
17. Be responsible for keeping up to date with current market research and data analysis trends, techniques and innovations, making recommendations to the Head of Brand Strategy and Corporate Communications and/or Director of Marketing and Communications as appropriate.
18. Such other duties as may be reasonably required by the Director of Marketing and Communications or the Head of Brand Strategy and Corporate Communications.
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| **Working Relationships:** |
| Head of Brand Strategy and Corporate Communications Director of Marketing and CommunicationsColleagues within Marketing and Communications TeamNetworks within the University across Faculty and Business Units at all levelsExternal agencies and suppliers as required |

1. **PERSON SPECIFICATION**

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| **No** | **Attributes** | **Rating** | **Source** |
| **1.** | **Specific Knowledge & Experience** |  |  |
|  | Experience of HE and student behaviour | E | AF, S  |
|  | Knowledge of current youth trends | E | AF, S (T) |
|  | Knowledge of marketing theory, producing marketing plans and market research techniques | E | AF, S |
|  | Line management experience  | E | AF, S |
|  | Understand the concept of market segmentation and personas | E | AF, S |
|  | Experience of focus groups | E | AF, S |
|  | Experience of qualitative and quantitative research | E | AF, S |
|  | Experience of data analysis, interpretation and reporting | E | AF, S |
|  | Experience of demographic segmentation and analysis | E | AF, S |
|  | Proven experience of market research and data analysis, either agency or client side | E | AF, S |
|  | Experience of managing budgets | E | AF, S |
|  | Experience of dealing with strategic marketing problems | E | AF, S |
|  | Experience of commissioning and managing project work | E | AF, S |
|  | Providing marketing information to client groups | E | AF, S |
|  | Knowledge of UK Higher Education market | D | AF, S |
|  | Experience of strategic marketing planning | D | AF, S |
|  | Knowledge of monitoring and controlling plans | D | AF, S |
| **2.** | **Skills & Abilities** |  |  |
|  | Excellent written and verbal communication skills | E | AF, S (T) |
|  | Ability to design and manage specific market research projects | E | AF, S (T) |
|  | Concise presentation of market data | E | AF, S (T) |
|  | Computer literacy  | E | AF, S |
|  | Excellent presentation skills - written, oral and electronic | E | AF, S (T) |
|  | Good planning and organisational skills | E | AF, S |
|  | Able to work as part of a team and on own initiative and to liaise with and direct internal and external teams | E | AF, S |
|  | Excellent interpersonal skills and ability to provide consultancy service | E | AF, S |
|  | Must be flexible and able to work on a number of projects simultaneously | E | AF, S |
|  | The ability to interpret and interrogate market intelligence data | E | AF, S |
|  | Ability to build effective working relationships with other colleagues both with the department and university and externally | E | AF, S |
|  | Ability to direct the use of specific market research and data mapping software. | E | AF, S |
| **3.**  | **Qualifications, Education & Training** |  |  |
|  | Degree | E | AF, S |
|  | Postgraduate qualification within social sciences or relevant discipline or equivalent professional experience.  | E | AF, S |
|  | GCSE/O Level Grade C or above Maths | E | AF, S |
|  | Relevant professional training or qualification  | D | AF, S |
| **4.** | **Other Requirements** |  |  |
|  | Highly motivated and able to work from own initiative | E | AF, S |
|  | Good attention to detail | E | AF, S |
|  | Patient, clear thinker with good judgement to deal with sensitive issues | E | AF, S |
|  | Commitment to working independently and as part of an evolving team. | E | AF, S |
|  | Leadership ability, including ability to manage and motivate others | E | AF, S |

**Legend**

Rating of attribute: E = essential; D = desirable Source of evidence: AF = Application Form; S = Selection Programme (including Interview, Test, Presentation, References)

**JOB HAZARD IDENTIFICATION FORM**

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| **Please tick box(s) if any of the below are likely to be encountered in this role. This is in order to identify potential job related hazards and minimise associated health effects as far as possible. Please use the** [**Job Hazard Information**](http://www.port.ac.uk/departments/services/humanresources/occupationalhealthservice/jobhazardinformation/filetodownload%2C164407%2Cen.doc) **document in order to do this.**  |
| 1. International travel/Fieldwork
 |  | 13. Substances to which COSHH regulations apply (including microorganisms, animal allergens, wood dust, chemicals, skin sensitizers and irritants)  |  |
| 1. Manual Handling (of loads/people)
 |  | 14. Working at height |  |
| 1. Human tissue/body fluids (e.g. Healthcare workers, First Aiders, Nursery workers, Laboratory workers)
 |  | 15. Working with sewage, drains, river or canal water  |  |
| 1. Genetically Modified Organisms
 |  | 16. Confined spaces |  |
| 1. Noise > 80 DbA
 |  | 17. Vibrating tools  |  |
| 1. Night Working

 (between 2200 hrs and 0600 hrs) |  | 18. Diving |  |
| 1. Display screen equipment
 | x | 19. Compressed gases |  |
| 1. Repetitive tasks (e.g. pipette use, book sensitization etc)
 |  | 20. Small print/colour coding |  |
| 1. Ionising radiation/ non-ionising radiation/lasers/UV radiation
 | 21. Contaminated soil/bio-aerosols |  |
| 10. Asbestos and lead  | 22. Nanomaterials  |
| 11. Driving on University business (mini-bus, van, bus, forklift truck etc)  | 23. Workplace stressors (e.g. workload, relationships, job role etc)  |
| 12. Food handling  | 24. Other (please specify)  |

**Completed by Line Manager/Supervisor:**

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| **Name (block capitals)** | Emma Fields |
| **Date** | 06/10/17 |
| **Extension number** | 2779 |

Managers should use this form and the information contained in it during induction of new staff to identify any training needs or requirement for referral to Occupational Health (OH).

Should any of this associated information be unavailable please contact OH (Tel: 023 9284 3187) so that appropriate advice can be given.