

### Job Description

<b>Job Title:</b>	Market Analyst
<b>Reference:</b>	MKG247-R-R
<b>Faculty/Service:</b>	Commercial Strategy and Market Research
<b>Reporting to:</b>	Director of Commercial Strategy and Market Research
<b>Reporting to Job Holder:</b>	None
<b>Grade:</b>	7
<b>Salary Range:</b>	£38,206 - £43,887 per annum including outer London weighting
<b>Period:</b>	Permanent

### **The role**

The Market Analyst role is a key post within the Commercial Strategy and Market Research team, supporting strategic planning for sustainable income growth across the Chief Commercial Officer's portfolio and the Faculties. The role consists in providing understanding and analysis into market and audience trends, across all areas of the portfolio, including degrees, academic partnership provision, apprenticeships, CPD and short courses. The Market Analyst will interrogate a wide range of datasets, to understand what is happening in the higher education sector and beyond, and how Middlesex University is performing.

The post-holder will work alongside colleagues across the entire Commercial Group to explore what is happening in the external and competitor landscape and highlight opportunities and threats for Middlesex University. The role will encompass both UK and international markets, and will look at higher education (HE) trends, as well as the pipelines into HE, and broader industry analysis.

The Market Analyst will develop a framework for regular reporting to senior management on changes in the sector, working with colleagues to understand reasons behind changes. The role will also look at future trends, identifying areas for further investigation or opportunity.

This is a highly quantitative role, and the post-holder will be passionate about interrogating large datasets, and analysing complex data.

### **Principal duties**

#### **Data analysis**

- Gather and analyse a wide range of data sets, including higher education data sources – HESA and UCAS data –, internal data, broader industry statistics and

others, to support evidence-based strategy and decision-making across the Commercial Group, and particularly to support marketing functions

- Determine future trends, their implications for the higher education sector and Middlesex University and forecast modelling
- Provide insight into performance trends, illustrating opportunities to improve and identifying risks or negative trends
- Identify root cause analysis to help steer operational activities across student recruitment marketing, academic partnership and apprenticeships, in line with the University's strategic priorities
- Proactively understand analysis needs, according to annual recruitment cycles, and changes in the external landscape
- Work with colleagues in the team and more broadly, providing data evidence and analysis, to support marketing and recruitment projects

## **Reporting**

- Use data visualisation techniques to clearly communicate findings across all projects, to ensure that complex data can be accessed by colleagues across the University, and to highlight finding of particular importance
- Produce standardise reporting templates to improve the presentation of deep and lengthy research into easily digestible reports
- Contribute to the development of a commercial analytics framework which will provide data insights on external market and competitor performance
- Regularly report to the senior leadership and managers across the Commercial Group
- Effectively sharing analytical knowledge and output with colleagues in all teams across the Commercial Group and beyond, through workshops, presentations and tailored sessions
- Publish reports and findings from ad-hoc analysis projects on the intranet allowing users across the University to access intelligence using self-service methods including Tableau

## **Person specification**

### **Essential**

- Demonstrable statistical and problem-solving skills, with experience of working in an analytical role in a marketing setting
- Experience working with large and complex databases and using query tools to extract relevant information, transforming data into intelligence to support marketing decisions
- Excellent communication skills both written and verbal, with demonstrable experience of creating clear and concise analytical reports
- Skills in the use of advanced Microsoft Excel, business information systems and data visualisation tools
- Able to respond flexibly to meet changing requirements
- A desire to continuously improve and innovate
- Ability to work cross functionally to prioritise, schedule and work to deadlines

- Strategic understanding - ability to connect data, analytics and strategic thinking.

**Desirable**

- Experience of working in the Higher Education sector
- Advance skills of Tableau
- Advanced knowledge of SQL

**Hours:** 35.5 hours per week 52 weeks per year, actual daily hours by arrangement.

The nature of the post is such that the post holder will be expected to work flexibly and for such reasonable hours as are necessary in order to fulfil the duties and responsibilities of the post.

**Annual Leave:** 30 days per annum plus eight Bank Holidays and seven University days taken at Christmas (pro rata for part-time staff) which may need to be taken as time off in lieu.

**No Parking at Hendon campus:** There are no parking facilities for new staff joining our Hendon campus, except for Blue Badge holders.

Information on public transport to Hendon can be found here:

[http://www.mdx.ac.uk/campus/campuses/docs/Hendon\\_campus\\_map.pdf](http://www.mdx.ac.uk/campus/campuses/docs/Hendon_campus_map.pdf)

We offer an interest-free season ticket loan; interest-free motorbike and bicycle loan; free bicycle and motorbike parking and changing facilities.

The post-holder should actively follow Middlesex University policies and procedures and maintain an awareness and observation of Fire and Health & Safety Regulations

Middlesex University is working towards equality of opportunity. Flexible working applications (including part-time working) will be considered.

**Closing date: see job advertisement**

**What Happens Next?**

If you wish to discuss the job in further detail please contact Maria Luisa Ross, Director of Commercial Strategy and Market Research at [m.ross@mdx.ac.uk](mailto:m.ross@mdx.ac.uk). If selected for interview, you will hear directly from someone in the Service, usually within 3 weeks of the closing date. If you do not hear from us you may assume that your application was unsuccessful.