

Job Description

Job Title:	Course and Portfolio Manager x2
Reference:	MKG245-R3
Faculty/Service:	Commercial Strategy and Market Research
Reporting to:	Director of Commercial Strategy and Market Research
Reporting to Job Holder:	None
Grade:	7
Salary Range:	£38,206-£43,887 per annum including outer London weighting
Period:	Permanent

The role

The Course and Portfolio Manager role is situated within the Commercial Strategy and Market Research team. The role is critical to supporting strategic planning for sustainable income growth across the Chief Commercial Officer's portfolio and the University's Faculties.

The role consists in ensuring that Middlesex fully understands the external higher education landscape, and identifies opportunities around the size and scope of its portfolio. This will cover all areas of the University's academic portfolio, including degrees, academic partnership provision, degree apprenticeships, CPD and short courses. The Course and Portfolio Manager will be responsible for understanding the landscape around his or her subject and industry areas, to determine trends and appeal among prospective students and employers, as well as the impact of government policy.

The post-holder will be responsible for providing information and recommendations to support academic portfolio development, in alignment with the University's commercial and strategic priorities. The role will support decision-making around fee and target setting.

Principal duties

Market intelligence and environmental scanning

- Gain a deep understanding of the higher education, subject and industry landscapes, identify provision gaps and generate new ideas that grow market share, improve customer experience and drive income growth
- Conduct desk research and secondary published sources to fully understand the market for your subject areas, both for the UK and globally, including but not limited to:

- Competitor offering and benchmarking
- Industry requirements and trends
- Government policy
- Identify and provide analysis on data showing market size, market share, market segmentation, market share, competitor shares, key players' performance and forecasts for each market
- Work closely with the Market Analyst to understand prospective student trends, to highlight growth or decrease of appeal of subjects, and understand reasons for changes
- Collaborate with the Customer Insight Manager to understand the needs and requirements of target audiences

New programme development

- Identify opportunities for new portfolio provision, to include programmes, degree apprenticeships, academic partnership offering and short courses/CPD
- Identify, develop and present effective business cases to support new provision or programme reviews
- Support Faculty colleagues in the development of new provision by providing market and competitor intelligence on specific new programme proposals
- Ensure go-to-market teams are aware of new provision timelines in a transparent fashion

Fee and target setting

- Optimise the appeal of the University's portfolio through evidence-based recommendations for fee setting across all areas
- Make evidence-based recommendations around target-setting for annual recruitment cycles and five-year strategic plans

Reporting

- Monitor performance of portfolio with regards to student numbers, income generation, and report regularly against agreed KPIs
- Effectively share information and intelligence about the external environment, competitor offering and the marketplace with colleagues in all the teams across the Commercial Group and beyond
- Publish reports and findings from projects on the intranet, allowing users across the University to access the information through self-service methods.

Hours: 35.5 hours per week for 52 weeks per annum (see flexibility below).

Leave: 30 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.

Flexibility: Please note that given the need for flexibility in order to meet the changing requirements of the University, the duties and location of this post and the role of the post-holder may be changed after consultation. The balance of duties may vary over time and will be reviewed as part of the appraisal process.

Person specification

Essential

- Significant market intelligence experience, with particular focus on market scoping
- Proven analytical and desk research skills, in a marketing context
- Demonstrable organisational and project management skills
- Excellent communication skills, both verbal and written, with proven experience in delivering high-quality reports
- Strong attention to detail
- Self-motivation
- Proven ability to deliver under pressure
- Experience in monitoring and reporting against KPIs to internal stakeholders

Desirable

- Experience of working in the higher education sector or marketing to prospective students/similar customer group;
- Knowledge of the UK higher education sector;
- Experience in developing business plans, with a strong commercial background.

No Parking at Hendon campus: There are no parking facilities for new staff joining our Hendon campus, except for Blue Badge holders. If you are applying for a post at our Hendon campus please ensure you can commute without a car.

Information on public transport to Hendon can be found here:

<http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

We offer an interest-free season ticket loan, interest-free motorbike loan, a cycle to work scheme and bicycle and motorbike parking and changing facilities.

Flexible working applications will be considered.

Closing date: see job advertisement

What Happens Next?

If you wish to apply for this post please return to the portal and click on Apply Online.

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. 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.