

### **Job Description**

<b>Job Title:</b>	Customer and Market Insight Manager
<b>School/Service:</b>	Strategy and Insight
<b>Ref no:</b>	MKG406
<b>Reporting to:</b>	Director of Strategy and Insight
<b>Reporting to Job Holder:</b>	3 x Course and Portfolio Managers
<b>Grade:</b>	8
<b>Salary Range:</b>	£45,830 - £ 52,692 per annum including outer London weighting
<b>Period:</b>	Permanent

### **The role**

The Customer and Market Insight Manager provides a pivotal role for the University, leading on our market research, intelligence and insights function, ensuring evidence-driven support and direction to our Faculties and Professional Service departments. The role focuses on developing insight through both primary and secondary research to underpin decision-making across the University. This will cover a range of topics, from understanding our students – both prospective and current – and other stakeholders, to competitors' strengths and industry trends, and many more.

The post-holder will manage three Course and Portfolio Managers with responsibilities for market intelligence to achieve success through our course offering. Sitting within a broader insights-focused team, the Customer and Market Insight Manager will provide clear recommendations to ensure competitive advantage in the sector and drive strong University performance.

The Customer and Market Insight will be passionate about transforming research findings into actionable insight, and enabling fully-informed and tailored decision-making across the University. They will drive best practice and lead on the University's market research and insight strategy to drive growth and reputation.

### **Principal duties**

The principal responsibilities and duties of the Customer and Market Insight Manager include, but are not limited to:

- Developing a market insight, intelligence and research strategy and associated yearly plans that will support:

- growth in income and reputation for the University
  - a successful portfolio of undergraduate and master's programmes, CPD and short courses, and apprenticeships;
  - an enhanced student experience, along the whole student journey, from first enquiry through to enrolment and post-graduation;
  - stakeholder and audience engagement;
  - brand and reputation management and enhancement.
- Leading, coaching and motivating a team of Course and Portfolio Managers:
    - supporting them to deliver insights on our programme portfolio;
    - helping prioritise and balance ad-hoc requests with proactive insight reports;
    - undertaking continuous improvement and development, including through annual appraisals and personal development plans.
  - End-to-end delivery of research projects to deliver ground-breaking insights, with actionable recommendations;
  - Devising, modelling and testing new hypotheses and theories around audience behaviour and motivations, using both qualitative and quantitative research methodologies;
  - Taking sole responsibility for the design, development and submission of high quality primary research proposals directly to internal stakeholders and external research agencies;
  - Selecting and commissioning external agencies, as well as negotiating project scope and budgets;
  - For all the above, presenting findings and reports, and crucially make recommendations, where required to key decision-makers and relevant University groups and committees.

## **Person specification**

### **Essential**

- Significant market research and insight experience, with proven experience in both delivering research directly, and commissioning external research agencies;
- Proven ability to approach business questions and translate these into research objectives, build hypotheses and insights, and ultimately deliver recommendations and solutions;
- Strong judgement around what research will have the biggest impact and demonstrable experience in providing actionable insight or decision-making support that has changed an approach for the better;
- Identifying opportunities, patterns and trends through data and insight;
- Previous experience in developing market research and insight strategy and plans;
- Excellent communication and presentation skills;

- Substantial organisational and project management skills, with the ability to prioritise projects and manage schedule independently, to complete work on time and on budget;
- Significant budget management experience with a focus on value for money/return on investment;
- Detail-oriented, with demonstrable results in ensuring delivery of quality, error-free work, through close attention to detail;
- Proven ability to deliver under pressure.

### **Desirable**

- A degree or professional body qualification in market research and insight;
- Experience of working in the Higher Education sector and/or detailed knowledge of our target audience;
- Line management experience;
- Experience of working in a client-side role.

We value diversity and strive to create a fairer, more equitable work environment for our staff and students.

We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff diversity networks, campus facilities and services to support staff from different backgrounds.

**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.

**MU Services Limited:** Middlesex University has established a wholly owned subsidiary, MU Services Limited, to provide professional services to the University. Staff of MU Services Limited will work alongside Middlesex University staff and will be employed by MU Services Limited. All University policies and procedures and the University Professional Services Staff Handbook will apply to MU Services Limited staff during their employment, unless where expressly stated otherwise.

**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.

**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.

**We value diversity and strive to create a fairer, more equitable work environment for our staff and students.**

**We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff diversity networks, campus facilities and services to support staff from different backgrounds.**

**Closing dates for applications- see job advertisement**

**Interview 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.**

If you wish to discuss the job in further detail please contact Maria Luisa Ross E:  
m.ross@mdx.ac.uk