

### **Job Description**

<b>Job Title:</b>	Business Insights and Analytics Manager
<b>School/Service:</b>	MKG
<b>Campus:</b>	Hendon
<b>Ref no:</b>	MKG433
<b>Reporting to:</b>	Director of Strategy and Insight
<b>Reporting to Job Holder:</b>	Student Journey Analyst and Market Analyst
<b>Grade:</b>	8
<b>Salary Range:</b>	£45,153 - £ 51,914 inclusive of Outer London Weighting
<b>Period:</b>	Permanent

### **Overall Purpose**

The Business Insights and Analytics Manager provides a pivotal role for the University, leading on the development of our analytics function, and ensuring data-driven support and direction to our Faculties and Professional Service departments. The role focuses on the delivery of business and management intelligence and insights to underpin decision-making across the University. This will cover a range of topics, from prospective student recruitment, continuation and progression, student satisfaction, to forecasting, league tables, staff and finance indicators and many more.

The post-holder will manage two analysts with responsibilities for analysing and understanding both our student body and the external environment. Sitting within a broader insights-focused team, the Business Insights and Analytics Manager will provide data-driven intelligence and insights to complement a more qualitative understanding of our student cohort, the Higher Education sector and beyond.

The Business Insights and Analytics Manager will be passionate about business intelligence and insights, will become one of the University's Tableau experts, and will translate business objectives into data-led queries. They will drive best practice and lead the internal 'BI Champions' group, where colleagues from across the University share knowledge and develop expertise.

### **Principal duties**

The principal responsibilities and duties of the Business Insights and Analytics Manager include, but are not limited to:

- Developing and delivering a future-thinking business intelligence (BI) framework and strategy, working in collaboration with colleagues in the University's Computing and Communications Systems Service (CCSS):
  - to ensure that Professional Services and Faculties across the institution have the data and insights needed to support decision-making;
  - to review and improve the University's current BI estate, developing best-practice principles and working across the organisation to support transition to a new BI model;
  - to provide criteria for prioritisation of tasks and new developments;
  - to drive innovation in our analytics capabilities, explore potential solutions and deliver continuous improvement in this area.
  
- Leading, coaching and motivating a newly-formed team of analysts:
  - supporting them to understand and help develop the new BI framework;
  - delivering analytics, reports and insight for ad-hoc requests and cyclical projects
  - undertaking continuous improvement and development, including through annual appraisals and personal development plans.
  
- Taking the lead in proactive problem-solving, by designing and devising new analysis and data visualisations to answer future University business challenges and support decision-making.
  
- Supporting, maintaining and refining existing Tableau dashboards which are still in a developmental phase, working closely with the data and subject owners to ensure these are fit-for-purpose and look for opportunities to streamline processes.
  
- Convening, leading and providing direction to our BI Champions community of practice, comprised of members from across the University with an interest in business intelligence, data and data visualisation.
  
- Communicating effectively with stakeholders at all levels across the University; presenting complex findings and reports in a clear and intelligible fashion, and crucially making recommendations where required, to key decision-makers and relevant University groups and committees.

## **Person specification**

### **Essential**

- Proven experience of developing and delivering business intelligence in a complex organisation;
- Demonstrable experience of integrating, validating, manipulating and analysing complex datasets from a variety of sources, to provide consolidated and meaningful insights and recommendations;

- Strong experience of using Tableau (with User, Site, and Project administration/ configuration preferred), and an enthusiasm for developing skills and promoting its use across the University;
- Advanced Excel skills;
- Knowledge of SQL for data analysis and to develop queries that form the basis of Tableau data sources;
- Proven ability to approach business questions and translate these into research objectives, build hypotheses and insights, and ultimately deliver recommendations and solutions;
- Excellent communication and presentation skills, to a range of different audiences;
- Substantial organisational and project management skills, with the ability to flexibly prioritise projects and manage schedule independently, to complete work on time;
- Detail-oriented, with demonstrable results in ensuring delivery of quality, error-free work, through close attention to detail;
- Proven ability to deliver under pressure.
- Demonstrable commitment to fairness and the principles of equality and inclusion

#### **Desirable**

- A degree or professional body qualification relevant to data and analytics;
- Experience of working in the Higher Education sector;
- Prior experience of using Extract Transform and Load (ETL) processes and tools;
- Line management experience.

#### **M U 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.

**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 six University days and all Bank Holidays.

**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.

**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.

**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.**

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

### **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 at [m.ross@mdx.ac.uk](mailto:m.ross@mdx.ac.uk)