JOB DESCRIPTION

Job Title:	**Planning Analyst**
Job Ref:	**PLN15**
Campus:	**Hendon**
Grade:	**Grade 7**
Salary:	**£43,811 per annum, inclusive of Outer London Weighting rising to £50,136 incrementally each year**
Period:	**Permanent**
Reporting to:	**Head of Planning and Analytics**
Reporting to Job Holder:	**N/A**

Overall Purpose:

The Planning Analyst is a new and exciting role within the Strategic Planning and Performance team at Middlesex University, acting as a business partner to designated academic faculties and/or professional service units to support evidence-based planning and strategic decision-making. In addition to this collaborative, partnership-focused remit, the postholder will take institutional responsibility for one or more specialist areas — such as Student Number Planning, Performance Monitoring and KPIs, Student Academic Performance, or Student Engagement and Enhancement. The role involves developing high-quality analysis, insight, and reports to inform planning, monitor performance, and contribute to the delivery of the University's strategic goals. This is an exciting opportunity for a proactive, analytical professional to shape and support a culture of continuous improvement and strategic alignment across the institution.

Principal Duties:

This role holder will work closely with designated faculties to develop a thorough understanding of their culture, priorities, objectives, and operations. This role will support the effective delivery of strategic aims outlined in Middlesex University's Strategic 2031, ensuring alignment with institutional goals. Key responsibilities include analysing priorities, identifying challenges, and collaboratively developing solutions to enhance strategic implementation.

As part of this newly established unit, the roleholder will contribute to the design and development of a robust planning and performance function within the University. This will involve applying advanced analytical techniques, service design principles, and problem-solving methodologies to support institutional effectiveness. The successful candidate will play a key role in shaping the direction of the team and delivering impactful contributions to the University's long-term strategic objectives.

The role requires strong planning and organisational skills, along with experience in analysing complex problems and co-designing solutions in a dynamic environment. The post-holder must take a proactive approach to identifying and addressing challenges, building constructive relationships with colleagues across faculties and academic departments. Additionally, they should demonstrate an innovative mindset, applying creative approaches to strategy delivery and service enhancement within a complex institutional framework.

1. **Strategic Planning and Collaboration** – Partner with faculties, PVC portfolios, and professional service units to align institutional priorities, co-develop delivery plans, analyse challenges, and devise solutions that support effective strategy execution.

2. **Performance Monitoring and Reporting** – Develop and track Key Performance Indicators (KPIs) to measure faculty progress, prepare performance reports and insights for senior leadership and stakeholders.

3. **Data Analysis and Decision Support** – Analyse internal and external data to identify trends, risks, and opportunities, providing evidence-based advice to inform decision-making and resource allocation.

4. **Strategic Forecasting and Scenario Planning** – Support the creation of strategic and operational plans, conducting forecasting exercises, scenario planning, and risk assessments to ensure adaptability and long-term sustainability.

5. **Change Management and Innovation** – Advocate for continuous improvement, identifying areas for innovation and efficiency, while supporting change management processes to ensure seamless strategic implementation.

6. **Stakeholder Engagement and Consensus Building** – Serve as a key advisor, fostering relationships with internal and external stakeholders, facilitating workshops, consultations, and discussions to build consensus around strategic priorities.

7. **Regulatory Compliance and Governance** – Ensure all planning and performance activities comply with relevant regulations, standards, and reporting requirements within higher education and public sector frameworks.

8. **Project Leadership and Execution** – Lead or contribute to key strategic projects, ensuring timely delivery within scope while supporting institutional objectives and strategic goals.

Specialist Analyst Portfolios

A. Student Number Planning
The post-holder will be responsible for developing, maintaining, and updating student number models to support strategic planning at short, medium, and long-term levels. This role involves close collaboration with academic departments, admissions teams,

and senior leadership to forecast student enrolment trends and inform decision-making. The successful candidate will analyse internal and external data to provide insights into recruitment, retention, and progression trends, supporting the annual planning process to ensure student number targets align with the university's financial and strategic goals. Key responsibilities include producing reports, dashboards, and presentations to communicate findings, monitoring changes in the higher education landscape—including government policies and funding arrangements—and assessing their impact on student number planning. The post-holder will also contribute to scenario planning exercises and ensure compliance with statutory reporting requirements, such as data submissions to the Higher Education Statistics Agency (HESA) and other regulatory bodies.

1. Develop, maintain, and update student number models to support short, medium, and long-term strategic planning.

2. Collaborate with academic departments, admissions teams, and senior leaders to forecast student enrolment trends and inform decision-making.

3. Analyse internal and external data to provide insights into recruitment, retention, and progression trends.

4. Support the annual planning process, ensuring alignment of student number targets with the university's financial and strategic goals.

5. Produce detailed reports, dashboards, and presentations to communicate findings and recommendations to senior management and stakeholders.

6. Monitor changes in the higher education landscape, including government policies and funding arrangements, to assess their impact on student number planning.

7. Contribute to scenario planning exercises to evaluate potential risks and opportunities related to student numbers.

8. Ensure compliance with statutory reporting requirements, such as data submissions to the Higher Education Statistics Agency (HESA) and other regulatory bodies.

B. Insights, Performance Monitoring and KPIs

This role holder is responsible for extracting and transforming data (qualitative and quantitative) into intelligence and insight and presenting it to a wide audience through dashboards and ad hoc reports. They will interrogate a wide range of internal and external datasets to understand sector trends and Middlesex's performance against the sector and comparable institutions.

They will work closely with the Tableau Developer and the Head of Planning and Analytics to deliver the dashboards and key analysis. They will also work alongside colleagues across the entire Strategic Planning and Performance team, as well as Senior Academics, Finance, and Marketing and Recruitment etc.

They will develop a framework for regularly reporting to senior management on changes in the sector, working with colleagues to understand the reasons behind changes. The role will also examine 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.

1. **Data Analysis and Strategic Insights** – Conduct analysis to support the university's strategy, recruitment activities, student success, sector benchmarking, and the student experience. Provide insight into performance trends, identifying opportunities for improvement and potential risks.

2. **Data Interpretation and Reporting** – Analyse, interpret, and manipulate data from primary and secondary sources to create reports that highlight priority issues. Support the development and implementation of regular reporting cycles for key business areas, including recruitment, admissions, enrolment, and progression.

3. **Predictive Modelling and Future Trends** – Develop models to forecast future trends and assess their implications for the higher education sector and Middlesex University, informing strategic decision-making.

4. **Data Resource Management and Business Intelligence Solutions** – Work collaboratively with CCSS to review and optimise the portfolio of available data resources and BI solutions, ensuring effectiveness and identifying information gaps.

5. **Stakeholder Engagement and Requirements Gathering** – Engage with academic faculties, schools, and professional services to identify management information needs, developing functional and system design specifications accordingly. Support the integration of diverse datasets to provide a comprehensive institutional view.

6. **Dashboard Development and Data Visualisation** – Design, produce, and maintain management information dashboards using tools such as Tableau to convey insights effectively, ensuring accessibility for various stakeholders.

7. **Compliance, Data Security, and Training** – Ensure compliance with statutory reporting requirements, implement security procedures for GDPR compliance, and develop training materials for data analytics and reporting. Deliver training sessions to end users to enhance data literacy across the institution.

8. **Knowledge Sharing and Continuous Improvement** – Share analytical insights with stakeholders through presentations, workshops, and tailored sessions. Stay up-to-date with university systems, reporting tools, and emerging technologies to drive innovation in data analysis and strategic planning.

C. Student Academic Performance

This role plays a key part in enhancing student academic performance, particularly in relation to continuation and progression, by delivering high-quality analysis and insight across the student lifecycle. As a member of the Strategic Planning and Performance team, the postholder will work across faculties, schools, departments, and programmes to provide clear, accessible reporting on student engagement, outcomes, and cohort characteristics. By identifying patterns, performance challenges, and areas for improvement, the role will support academic and professional services colleagues in developing effective interventions and tracking their impact against regulatory KPIs. The postholder will also contribute to benchmarking against sector standards, institutional self-assessment, and quality enhancement processes, helping to embed a culture of

continuous improvement and evidence-informed decision-making across the University.

1. Supporting academic staff in meeting continuation and success KPIs and implementing action plans approved by the Education and Student Experience Committee.

2. Understanding and analysing engagement data within a particular Faculty, School, Department or Programme (taking into account different programme structures, forms of assessment etc), drawing upon multiple platforms and sources to develop a clarity of reporting within a complex and continually changing environment.

3. Analysing performance trends at module, programme, department, and faculty levels using key metrics such as pass rates, grade distributions, progression rates, and degree classifications.

4. Identify areas of underperformance and highlight variations across cohorts, modes of delivery, or assessment types.

5. Understanding and analysing cohort characteristics and advising at Faculty, School, Department or Programme level on the performance of different groups across the student lifecycle.

6. Developing relevant dashboards and reports that make complex data accessible and actionable for academic and professional services leaders.

7. Supporting academic and professional services staff in understanding drivers of performance, such as attendance, engagement, formative feedback, or assessment design, and underpinning a culture of data driven curriculum design.

8. Help in designing the evaluation of relevant interventions (e.g. curriculum redesign, support workshops, enhanced feedback practices) based on data insights, and helping to demonstrate progress towards targets such as those set in the institutional Access and Participation Plan.

9. Tracking the impact of changes over time to inform continuous improvement.

10. Comparing internal performance data against sector benchmarks (e.g. NSS, TEF, B3, PTES, HESA metrics) to identify where the University is excelling or lagging.

11. Contribute to institutional self-assessments and quality enhancement processes, supporting evidence-based planning.

D. Student Engagement and Enhancement
The post-holder will be responsible for coordinating and supporting the effective delivery of key University engagement datasets, including student feedback data and other key performance indicators (KPIs). The role holder will design, produce, and manipulate Tableau dashboards to meet institutional and ad-hoc data requests, as well as manage survey feedback processes across the University and its international campuses. Acting as the first point of contact for colleagues requiring data support, the role requires strong communication skills to develop user-friendly templates, monitor delivery timelines, and resolve issues effectively. Additionally, the post-holder will contribute to engagement analytics by analysing data and supporting the StREAM Engagement Analytics dashboard.

1. Co-ordinating and supporting the effective delivery and distribution of required University datasets and information across the University, to include: student feedback data, and other KPIs etc.

2. Responding appropriately, and with direction, to requirements for the provision of information and data established by external bodies such as OfS and HESA and the QAA, re-designing processes as necessary.

3. Designing, producing and manipulating Tableau dashboards and datasets in response to University's ongoing requirements and ad-hoc requests from colleagues across the university.

4. Managing programme and module survey feedback processes within the University and providing advice and support to overseas campuses and partners, including survey set up, sample upload and results analysis, using a range of survey platforms.

5. Acting as the first point of contact for colleagues across the university with respect to their delivery of required data and their enquiries about datasets, student feedback surveys etc. This will involve working effectively with colleagues to design user-friendly templates, to establish and monitor timetables for delivery and to address any delivery issues with the support of line management or other senior colleagues.

6. Understanding and analysing engagement data to provide support for the StREAM Engagement Analytics dashboard.

PERSON SPECIFICATION

Job title: Planning Analyst

Your supporting statements on your application form will be assessed to see how you meet of the following criteria:

SELECTION CRITERIA:

Essential
- Experience of working in a similar role in the Higher Education sector
- Experience of working in data analysis and business intelligence in a similar complex environment.
- Experience providing analysis from various types and sources of data (e.g., student, staff and financial data) and utilising insights to influence organisational decision-making and planning effectively.
- Excellent communication skills both written and verbal, with demonstrable experience of creating clear and concise analytical reports
- Experience presenting numerical data graphically to a range of audiences.
- Experience communicating key analytical findings via committee papers, presentations and face-to-face meetings for a variety of audiences.
- 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 collaboratively with customers and cross-functional teams on requirements gathering, solution design, development and implementation
- Ability to work cross-functionally to prioritise, schedule and work to deadlines
- Strategic understanding - ability to connect data, analytics and strategic thinking.
- Demonstrable commitment to fairness and the principles of equality and inclusion.

Desirable
- Experience in developing Visual Analytics reports and developing dashboards in Tableau or Power BI
- Good knowledge of data governance issues and experience in understanding and delivering against complex business intelligence needs
- Advanced knowledge of SQL

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.

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.

Parking at Hendon campus

There are currently *Regular Parking Permits and Pre-Paid Parking* options available to new joiners. Further details are available on the Travel and transport page on the staff intranet. *Please note if the number of applications becomes oversubscribed these parking options could be withdrawn at any point.*

Information for Disabled Staff

Staff and visitors with their own current blue badge have access to free parking on campus. All blue badge holders should present a copy of their blue badge to the security office in the Quad. Holders will be given car park access up to the date of expiry of their blue badge.

Public Transport

Our Hendon Campus is well served by public transport with buses, London underground and British Rail services all within a short walk of the campus. You can get detailed journey information from TfL (www.tfl.gov.uk) and have a look at our directions and location to help plan your travel: 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.

The postholder 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 Dr Mark Humphreys, Director of Strategic Planning & Performance, via email at m.humphreys@mdx.ac.uk