

**Job Description: Market Insight Manager**

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| **Faculty/Department:** | Marketing, Recruitment and International |
| **Job Title:** | Market Insight Manager |
| **Department/Subject:** | Marketing Intelligence |
| **Salary:** | £38,205 per annum, together with USS pension benefits |
| **Hours of work:** | Full time - 35 hours per week |
| **Number of positions:** | 1 |
| **Contract:** | This is a fixed term position from June 2024 to cover maternity leave |
| **Location:** | This position will be based at Singleton Campus. |

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| **Main Purpose of Post** | We are looking for a market insight professional who is experienced in qualitative research methods and is confident with quantitative data to cover maternity leave. With a passion for understanding the motivations and behaviours of people, you will coordinate the qualitative research work undertaken by the Marketing Intelligence Team at Swansea University. You will commission and conduct primary and secondary research, and work to ensure that colleagues use the outcomes to inform their decisions.  1. Work with the Dept lead to develop a range of qualitative approaches and products to gather evidence to inform strategic and operational decision-making to underpin University goals.  2. Work with colleagues in other teams within MRI to understand their market insight requirements, how they relate to their need and opportunities, and identify insight solutions to help them deliver. Leading the resulting market insight projects and managing the needs of multiple stakeholders.  3. Commission market research via external organisations and oversee these projects to include business case, budget, brief, delivery, dissemination and evaluation.  4. Develop consumer personae, aligning these with the customer journey and marketing activity.  5. Coordinate the collation, manipulation and analysis of qualitative data, using suitable methods e.g. focus groups, surveys, behavioural testing, in its various forms.  6. Maintain a collection of market insight in order to allow colleagues to understand the nature of their customers in order to improve the effectiveness of their activity.  7. Coordinate and undertake desk-based competitor, market and industry assessments to ensure that that decisions made in MRI are informed by the wider market context.  8. Help to coordinate the use of the JISC Online Surveys platform by colleagues and students across the institution.  9. Line manage 2 x Market Insight Officers, making sure that their work is focused on the strategic priorities of MRI and that they are motivated to progress their skills and perform at a high level.  10. Recruit and manage students to work on market insight projects that require a qualitative approach.  11. Help to coordinate aspects of the Market Insight Lab – a collective of professional service and academic colleagues for the purpose of sharing insight related to the University’s marketing activity  12. Work with colleagues in MRI to embed the use of evidence produced by the Marketing Intelligence Team in their decision-making including coordinating the dissemination of insight via email, face-to-face meetings and workshops.  13. Lead on the creation, development and effective running of consumer panels to provide input and opinion on MRI’s products and services.  14. Lead the management of the SharePoint site for the Marketing Intelligence Team to ensure that internal and external market insight information is available via a self-service facility to colleagues across the University.  15. Support colleagues to conduct evaluation and analysis, interpret results, draw conclusions and make actionable recommendations to inform and guide decision making. This may include some basic training for staff on how to undertake qualitative research.  16. Coordinate the evaluation and monitoring of marketing campaign content including advising and creating appropriate, meaningful measures.  17. Provide team leadership and line management to ensure efficient, accurate work at pace and target achievement, supporting, developing and challenging teams to succeed. Be accountable for providing clarity and direction, creating a culture that motivates others to be outcome focussed and to perform effectively. |
| **General Duties** | 1. To fully engage with the University’s Performance Enabling and Welsh language policies 2. To promote equality and diversity in working practices and to maintain positive working relationships. 3. To lead on the continual improvement of health and safety performance through a good understanding of the risk profile and the development of a positive health and safety culture. 4. Any other duties as directed by the Head of College / Department or their nominated representative expected within the grade definition. 5. To ensure that risk management is an integral part of any decision making process, by ensuring compliance with the University’s Risk Management Policy |
| **Leadership Values** | All Professional Services areas at Swansea University operate to a defined set of Core Values ([http://www.swansea.ac.uk/the-university/professional-services-values/](https://www.swansea.ac.uk/the-university/values/professional-services-values/)) and it is an expectation that everyone is able to demonstrate a commitment to these values from the point of application through to the day to day delivery of their roles. Commitment to our values at Swansea University supports us in promoting equality and valuing diversity to utilise all the talent that we have. In addition the appointee will operate to a defined set of Leadership values. Our values are:  **We are Professional** We take pride in applying our knowledge, skills, creativity, integrity and judgement to deliver innovative, effective, efficient services and solutions of excellent quality  **We Work Together**          We take pride in working in a proactive, collaborative environment of equality, trust, respect, co-operation and challenge to deliver services that strive to exceed the needs and expectations of customers.  **We Care** We take responsibility for listening, understanding and responding flexibly to our students, colleagues, external partners and the public so that every contact they have with us is a personalised and positive experience.  Commitment to our values at Swansea University supports us in promoting equality and valuing diversity to utilise all the talent that we have. |
| **Person Specification** | **Leadership Values:**  1. Demonstrable evidence of creating a culture that delivers successful outcomes through people, developing and challenging teams to succeed and take pride in delivering professional services and solutions.  2. Ability to enable teams to work together and across functions to deliver successful outcomes that exceed the needs and expectations of customers, and in creating environments that demonstrate equality, foster trust, respect and challenge.  3. Demonstrable experience of creating environments that identify, understand and give priority to delivering the needs of the customer, and in motivating and inspiring teams to provide the highest standards of personalised care  **Qualification:**   1. Degree and/or substantial relevant work experience 2. Educated to A level to include qualitative research methods.   **Experience:**  6. Significant experience of qualitative data collection and analysis e.g. surveys, focus groups, interviews, and behavioural methods.  7. Experience of effective report writing in which you have used complex information in a way that is clear and easy to interpret to different audiences.  8. Experience and knowledge of market research techniques  9. Considerable experience of presenting, in oral and written form, analytical information in a clear and concise format, e.g. tables, graphs, that is understandable to a wide audience  10. Experience of undertaking desk-based research.  11. Experience of successfully working independently and/or with others in a team to achieve results.  12. Experience and/or qualifications in project delivery, developing and working to plans, deadlines and project milestones.  13. Experience of personae and customer journey work – both design and analysis, using data and insights to inform every aspect of the customer journey.  14. Experience of commissioning, overseeing and evaluating primary research projects.  **Knowledge and Skills:**  15. Able to successfully develop, run, and analyse the results of focus groups and surveys.  16. Excellent analytical and problem-solving skills and the ability to think strategically and creatively.  17. Passionate about understanding customers and their behaviour via data. 18. Excellent communication skills. Able to present on complicated topics to an audience that does not have a high level of familiarity of the topic. 19. Must be able to maintain positive and supportive relationships with all internal and external stakeholders. 20. Must be able to manage multiple projects and conflicting priorities at any given time. 21. Understanding and experience of ethics involved in research projects. 22. Ability to confidently challenge established views through persuasive presentation of evidence, insight and recommendations.  23. Ability to present data and insight in creative, engaging ways.  24. Proven ability to manage a large volume of work, to a high degree of accuracy and the ability to maintain accurate data, records and systems.  25. Excellent organisational and planning skills.  **Welsh Language:**  Level 1 – ‘a little’ (you do not need to be able to speak any Welsh to apply for this role)  *e.g. pronounce Welsh words, place names, department names. Able to answer the phone in Welsh (good morning / afternoon). Able to use of learn very basic every-day words and phrases (thank you, please, excuse me). Level 1 can be reached by completing a one-hour training course.*  For more information about the Welsh Language Levels please refer to the Welsh Language Skills Assessment web page, which is available [here](https://www.swansea.ac.uk/welsh-language-standards/compliance/recruitment/).  Desirable Criteria: 26. Ability to communicate in Welsh 27. Familiarity with internal and external sources of Higher Education information 28. Postgraduate and or professional qualification. 29. Evidence of successfully leading a team, creating a culture that motivates others to be outcome focussed and perform effectively to maximise the growth of the organisation |
| **Additional Information** | Informal enquiries: please contact Danielle Rawlings d.l.rawlings@swansea.ac.uk  Shortlisting Date:  Interview Date: |

  