Recruitment and Market Insight Analyst
Registrar’s and Planning

Closing date: 16 April 2018
Interview date: To be confirmed
Vacancy reference: 6531
INTRODUCTION

The University Strategy for 2014-2020 sets ambitious targets for student recruitment and widening participation at a time of increasing competition with a focus on growth in the University’s population of high quality students. In order to meet its objectives the University has an increasing need for high quality business intelligence both to ensure that data and trends are being effectively monitored and reported and to inform the development of recruitment and admissions strategy both at the University and at a departmental level. Working with other staff in the Business Intelligence Unit, you will have lead responsibility for intelligence and information relating to student recruitment activity. This work will also support the activities of other colleagues for example in Marketing and in academic departments.

This role is structurally based within the University’s Business Intelligence Unit (BIU) but the post-holders’ time will physically be divided between the Unit (approx. 40% of time) and the Student Recruitment and Admissions (SRA) and Marketing teams in order to build a thorough understanding of the University’s recruitment, outreach and admissions activities. The postholders’ objectives will be determined by SRA to ensure that the role is supporting the various teams responsible for recruitment, admissions and widening participation.

SRA is a busy office comprising about 60 staff in 5 teams, each with a vital part to play in the student recruitment and admissions process for both undergraduate and postgraduate students. Staff in SRA promote widening participation in higher education, provide information to prospective applicants and their families and advisors and conduct the admissions process for undergraduate and postgraduate programmes both for the University of York and for the Hull York Medical School.

The Business Intelligence Unit core team works within the Registrar’s and Planning Office, and has close links with management information analysts, data experts located in different professional services, and integration specialists in IT Services. Our main aims are the development, dissemination and embedding of high quality interactive data visualisations and business intelligence to over 500 staff in support of the University’s plans, together with assisting in the delivery of external reporting requirements which facilitate UK and global benchmarking.
Main purpose of the role

The main purpose of the role is to provide effective market intelligence to inform the activities of teams and individuals within SRA and Marketing. You will support the Director of Student Recruitment and Admissions and other colleagues in gathering and interpreting data which enables admissions, recruitment and outreach activity to be monitored and impact-assessed and informed decisions to be made about the future development of activities and initiatives and the deployment of resources.

Key responsibilities

(Role holders will be required to undertake some or all of the duties below)

- Work with the Head of Student Recruitment Marketing, Faculty Marketing Managers and the CRM Manager to:
  - Contribute to the identification of all the touchpoints to collect data (e.g. open day, decliners) and develop solutions for managing and analysing the data.
  - Contribute to the development and implementation of these surveys and analyse and interpret outcomes.
  - Analyse third-party data so that it can inform marketing and recruitment decisions.
- Assess the effectiveness of pre offer campaigns to target enquirers and other leads and monitor the impact of conversion activity
- Contribute to the development of briefs to external agencies in order to commission primary research to support marketing and/or recruitment strategic objectives
- Identify and analyse additional sources of secondary research to support the marketing and/or recruitment strategic objectives
- Work with the Head of Student Recruitment and Outreach and Recruitment Managers to provide analysis of market and competitor information to inform the development of new programmes and study modes
- Support the Head of Student Recruitment and Outreach to provide analysis of market and competitor information to inform fee-setting and provision of financial support packages
- Monitor and analyse the performance against targets of the University’s agents
- Production of standard datasets to inform development of departmental marketing plans
- Production of standard datasets to inform development of country recruitment plans
- Analyse and interpret data on widening participation trends in order to measure impact of WP initiatives and assist with the formulation of the University’s WP strategy
- Provide timely and effective support to the Directors of Marketing and SRA and other Marketing and SRA Managers with analysis and preparation of data to inform reporting to the University Executive Board and other Committees.

The above list of duties is not exhaustive and is subject to change. The post holder may be required to undertake other duties within the scope and grading of the post. This may involve occasional working outside normal office hours including evenings and weekends.
# PERSON SPECIFICATION

## Qualifications

<table>
<thead>
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<th>Essential / Desirable</th>
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<tr>
<td>Degree level qualification or equivalent</td>
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## Knowledge

*Essential or Desirable depending on context*

<table>
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<tr>
<th>Knowledge</th>
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<tr>
<td>An understanding of the UK Higher Education system</td>
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<td>Understanding of Higher Education recruitment practices</td>
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<td>Knowledge of factors affecting applicant choice in a competitive Higher Education environment</td>
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<td>Knowledge of legislative requirements impacting admission to HE</td>
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## Skills, abilities and competencies

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<th>Essential / Desirable</th>
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<tr>
<td>Ability to review procedures and processes, ensuring they are fit for purpose and maximise efficiency; make recommendations for improvements as identified and implement agreed changes</td>
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<td>Ability to interpret and analyse complex statistical data</td>
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<td>Ability to write clearly, concisely and persuasively for reports and publications</td>
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<td>Able to work under pressure but still provide high quality work with attention to detail</td>
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<td>Ability to communicate effectively with varied audiences on a day to day basis</td>
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<td>Initiative and problem solving skills</td>
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<td>Good planning and organisational skills with the ability to meet strict deadlines</td>
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<td>Excellent IT skills, including use of complex databases and Microsoft Office</td>
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<td>Commitment to data quality</td>
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## PERSON SPECIFICATION

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<th>Experience</th>
<th>Essential / Desirable</th>
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<tr>
<td>Experience of sourcing and interpreting data in order to monitor impact and inform future decisions</td>
<td>Essential</td>
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<tr>
<td>Highly skilled in the delivery and analysis of both qualitative and quantitative research</td>
<td>Essential</td>
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<tr>
<td>Experience of working with complex databases and spreadsheets</td>
<td>Essential</td>
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<tr>
<td>Experience of monitoring large volumes of complex statistical information</td>
<td>Essential</td>
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<tr>
<td>A good understanding of relevant and up to date insight technology systems e.g. Business Objects, Google Analytics, Tableau, QlikView, Qualtrics</td>
<td>Desirable</td>
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<td>Experience of working in accordance with the Data Protection Act and the Freedom of Information Act</td>
<td>Desirable</td>
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<td>Experience of SITS student records system</td>
<td>Desirable</td>
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<tr>
<td>Experience of Microsoft Dynamics CRM or equivalent CRM system</td>
<td>Desirable</td>
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### Personal attributes

| Ability to work independently and show initiative                          | Essential |
| Ability to work as part of a team                                         | Essential |
| Ability to work to deadlines and manage competing demands                 | Essential |
| Keen to provide a high standard of customer service                       | Essential |
| Professional, diplomatic and confident in dealing with a wide range of people and situations | Essential |
| Willingness to comply with holiday restrictions and to work occasional unsocial hours at peak times across Student Recruitment and Admission | Essential |
This role is structurally based within the University’s Business Intelligence Unit (BIU) but the post-holders’ time will physically be divided between the Unit (approx. 40% of time) and Student Recruitment and Admissions (SRA) in order to build a thorough understanding of the University’s recruitment, outreach and admissions activities. The postholders’ objectives will be determined by SRA to ensure that the role is supporting the various teams responsible for recruitment, admissions and widening participation.

Student Recruitment and Admissions (SRA) forms part of the University’s Directorate of External Relations. SRA has responsibility for the following:

- outreach to and recruitment of prospective undergraduate and postgraduate students in UK, European and Worldwide markets;
- admissions policy and strategy in relation to undergraduate and postgraduate students as well as the operation of the University’s admissions function and links with UCAS. Admissions decision-making is in part centralised with decisions taken by members of SRA staff;
- outreach specifically to students with widening participation characteristics.

SRA works closely with other sections of the Directorate: in particular Marketing, and the Global Engagement team, but also the Office of Philanthropic Partnerships and Alumni, and the Centre for Lifelong Learning.

SRA is based in The Stables building on University campus west. Co-location of all teams within SRA leads to effective co-ordination of the Office’s functions and constructive collaboration between teams.

The Business Intelligence Unit core team works within the Registrar’s and Planning Office, and has close links with management information analysts, data experts located in different professional services, and integration specialists in IT Services. Our main aims are the development, dissemination and embedding of high quality interactive data visualisations and business intelligence to over 500 staff in support of the University’s plans, together with assisting in the delivery of external reporting requirements which facilitate UK and global benchmarking. The Unit has a strong ethos on the appropriate use of visual information design principles to convey complex quantitative information clearly (Tufte, Few), and on selecting the most appropriate tools for a task from a toolkit which includes Tableau, Business Objects, SQL Developer and Python.

The Business Intelligence Unit works closely with other
THE DEPARTMENT

professional services and plays a key role in supporting the work of academic departments, the University’s governance framework and informing senior management decision making. One of our key objectives over the next 3 years will be to redevelop our management information from the ground up, centred around a ‘my management information’ view which presents the most relevant information clearly for each member of staff based on their role and the time of year.
THE UNIVERSITY

Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2018 it is the home of more than 17,000 students across more than 30 academic departments and research centres. Since opening over fifty years ago, we have become one of the world's leading universities and a member of the prestigious Russell Group.

We are consistently recognised as one of the leading Higher Education Institutes and are ranked 16th in the Times & Sunday Times league table (2017). The University of York has won six Times Higher Education (THE) Awards and five Queen’s Anniversary Prizes.

The University is proud of its association with Athena SWAN, holding 12 awards in support of gender equality, representation and success for all, with gold awards for Chemistry and Biology and a University-wide bronze award.

Of 154 universities that took part in the Research Excellence Framework (REF) in 2014, The University of York ranked 14th overall and 10th for the impact of our research. The University is consistently in the top ten UK research universities and attracts over £60m a year of funding from research alone.

Our vision is to make the University of York a world leader in the creation of knowledge through fundamental and applied research, the sharing of knowledge by teaching students from varied backgrounds and the application of knowledge for the health, prosperity and well-being of people and society.
Attractive workplace

Centred around the picturesque village of Heslington on the edge of the city of York, our colleges are set in an attractive landscaped campus. York enjoys a safe, friendly atmosphere with facilities including bars, shops, theatres and concert halls all within easy walking distance.

The University has undergone an unprecedented period of expansion and renewal since 2000. We have invested in twenty new buildings on the original campus and have completed the first and second phases of a £750m campus expansion. Our investment in new colleges, teaching and learning spaces, laboratories, research facilities and a new sports village mean there has never been a better time to join us.

During this period of change we’ve worked hard to retain our friendly, informal and collegiate atmosphere, which is important to our core values of inclusivity and interdisciplinarity.

We have a thriving international community and are committed to providing staff moving to York with as much support as possible through our Relocation Package and Welcome Officers.

The University is committed to promoting a diverse and inclusive community - a place where we can all be ourselves and succeed on merit. We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff engagement forums, campus facilities and services to support staff from different backgrounds.

For further information please visit our employee benefit pages.
THE CITY AND THE REGION

The City of York

Internationally acclaimed for its rich heritage and historic architecture, York's bustling streets are filled with visitors from all over the world. Within its medieval walls you will find the iconic gothic Minster, Clifford's Tower and the Shambles - just a few of the many attractions.

But York isn’t just a great place to visit - it’s also a great place to live and work. While nourishing a vibrant cosmopolitan atmosphere, York still maintains the friendly sense of community unique to a small city.

Visit www.visityork.org for more information on the city of York

Shopping, culture and entertainment

York boasts specialist and unique boutiques but also all the high street stores on its busy shopping streets. Alongside them you will find cinemas, theatres, an opera house, art galleries, a vast range of restaurants, live music venues and clubs. York is particularly renowned for its multitude of pubs and bars, from the modern to the medieval.

Housing and schools

Whether you choose to live close to the city, in one of the surrounding villages or further afield, you will find a wide range of housing within comfortable distance of York and the University. For families, the area has a range of excellent schools both in the state and independent sector.

Great location

York is one of Britain’s best-connected cities. Halfway between London and Edinburgh on the East Coast mainline, on intercity trains you can reach London King’s Cross in less than two hours and Edinburgh in two and a half hours. York is also well served by road links, and it is easily accessible from the A1, M1 and the M62.

For those travelling from overseas, Manchester Airport is two hours away and Heathrow Airport just three and a half. Flights from nearby Leeds Bradford Airport provide easy access to mainland Europe. By Eurostar from London St Pancras, Paris is just over six hours away.

Yorkshire

The Lonely Planet guide recently declared Yorkshire the third best region in the world to visit. There is something to cater to every taste, whether it be the rugged landscapes of the Moors or the Dales, the picturesque seaside towns of Scarborough and Robin Hoods Bay, the gothic architecture of Whitby or the vibrancy of cosmopolitan Leeds.
Apply online

- Go to https://jobs.york.ac.uk
- Find this job using reference 6531
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 16 April 2018.

What will I need?

We will ask you for details of:
- your employment history
- relevant qualifications
- two referees

You need to be ready to show us how you meet the requirements of the job, either in a written statement and/or by answering questions.

Help and assistance

Direct any informal queries to dan.cashdan@york.ac.uk

If you have any questions about your application, contact the HR Services team:

recruitment@york.ac.uk
+44 (0)1904 324835