Senior Recruitment and Market Insight Analyst (Maternity Cover)

Department of External Relations

Closing date: 3 December 2018
Interview date: Monday 17 December 2018
Vacancy reference: 7185
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 marketing and recruitment 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 marketing activity. This work will also support the activities of colleagues 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 Marketing and Student Recruitment and Admissions (SRA) teams in order to build a thorough understanding of the University’s marketing, recruitment, outreach and admissions activities. The postholders’ objectives will be determined by Marketing to ensure that the role is supporting and informing the marketing strategy. Marketing is a busy office comprising about 50 staff working across student recruitment, research, staff engagement and student communications.

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

To provide effective market research for the Student Recruitment and University Marketing Teams. You will support the Head of Student Recruitment and Outreach and the Director of Marketing in understanding the student experience and work closely with stakeholders, analyse data, identify and commission research to support the broader marketing and recruitment strategies.

While working to the Student Recruitment and Marketing objectives you will work in an integrated manner with the Business Intelligence Unit to deliver the management information provision required. You will provide line management support to the Student Recruitment and Market Insight Analyst, to whom you will provide professional support and guidance.

Key responsibilities

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

- Lead on the identification of all the touchpoints to collect data (e.g. open day, decliners) and develop and manage the overarching plan for how the data can be collated and used.
- Lead on the development and implementation of these surveys and analyse and interpret outcomes, working closely with key stakeholders to ensure accurate and informed interpretation.
- Develop and manage the overarching plan for the analysis of internal and third-party data and analyse the data so that it can inform marketing and recruitment decisions.
- Work with a range of Student Recruitment and Marketing staff, including the Head of Student Recruitment and Outreach, Head of Student Recruitment Marketing, Faculty Marketing Managers, and the CRM Manager to assess the effectiveness of pre offer campaigns to target enquirers and other leads and monitor the impact of conversion activity.
- Lead on the development of briefs and manage agency relationships 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 Student Recruitment and Marketing Teams 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.
- Production of standard datasets to inform development of departmental marketing plans.
- Production of standard datasets to inform development of country recruitment plans.
- Ensure that timely and effective support is provided 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. You may be required to undertake other duties with the scope and grading of the post.
## PERSON SPECIFICATION

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<tr>
<th>Qualifications</th>
<th>Essential / Desirable</th>
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<tr>
<td>Degree level qualification (or equivalent) relevant experience</td>
<td>Essential</td>
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<th>Knowledge</th>
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<td>Understanding of students and staff motivations and needs</td>
<td>Desirable</td>
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<td>A broad understanding of the current higher education environment</td>
<td>Desirable</td>
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<td>A good working knowledge of the use of reporting tools (Tableau, Business Objects, Microsoft SSRS or similar)</td>
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<td>Experience in the management of projects and staff</td>
<td>Desirable</td>
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<th>Skills, abilities and competencies</th>
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<td>The ability to work to tight deadlines, handling multiple operational duties simultaneously, balancing and prioritising workload within these and managing expectations of colleagues and suppliers.</td>
<td>Essential</td>
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<td>Good standard of written English and experience of writing and presenting reports and presentations.</td>
<td>Essential</td>
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<td>Excellent oral and written communication skills, with the ability to communicate effectively with a wide variety of technical and non-technical staff at senior and junior levels face to face, over the phone and in writing.</td>
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<td>Excellent organisational skills with the ability to work under pressure and on own initiative.</td>
<td>Essential</td>
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<td>Excellent teamwork and interpersonal skills</td>
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<td>Ability to demonstrate flexibility and innovation in adapting to changing needs and proactively identify opportunities to improve processes</td>
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<td>The ability to work independently, using considerable initiative</td>
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<td>The ability to work effectively with others and to demonstrate the potential to lead a small team</td>
<td>Essential</td>
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<td>Line management experience</td>
<td>Desirable</td>
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<tr>
<th>Personal attributes</th>
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<td>An energetic, professional and thorough approach to work, with an eye for detail</td>
<td>Essential</td>
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<td>Professional, diplomatic and confident in dealing with a wide range of people and situations</td>
<td>Essential</td>
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<td>Flexible</td>
<td>Essential</td>
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<tr>
<td>Ability to remain calm under pressure</td>
<td>Essential</td>
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THE DEPARTMENT

This role is structurally based within the University’s Business Intelligence Unit (BIU) but the post-holder’s time will physically be divided between the Unit (approx. 40% of time), Student Recruitment and Admissions (SRA) and Marketing in order to build a thorough understanding of the University’s recruitment, outreach, admissions and marketing activities. The postholder’s objectives will be determined by SRA and Marketing to ensure that the role is supporting the various teams responsible for recruitment, admissions, widening participation and marketing.
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 7185
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 3 December 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 Heather Hackney on heather.hackney@york.ac.uk

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

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