



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Digital Analytics and Insight Manager, Digital Education Service



Salary: Grade 7 (£33,797 - £40,322 p.a.)

Reference: CSDLS1061

Fixed term for 9 months (maternity cover)

We will consider flexible working arrangements

Digital Analytics and Insight Manager Digital Education Service

Do you have a high degree of numeracy and strong analytical skills? Are you experienced in drawing insight from data and passionate about supporting data-driven evaluation and process optimisation to improve the quality of online learning?

You will work in close partnership with the Head of Student Education to operationally manage the data analytics and evaluation function within the Digital Education Service. You will provide data-driven insight into learner behaviour and course performance across the Service's portfolio of online courses, including high-profile courses for professional and corporate stakeholders and external funders. You will contribute to the Service's efforts to provide an excellent learner experience and maximise learner retention via the data-driven optimisation of course design, delivery, and learner engagement. You will take responsibility for the measurement and evaluation of course performance through collection and analysis of data and reporting to internal and external stakeholders in multiple formats.

You will need strong management and leadership skills to be able to guide and support a team of staff to deliver course administration and support processes, management information analysis and reporting including learning analytics, and quality assurance for online courses on external platforms (including FutureLearn and Coursera). You will ensure data analysis and reporting processes are managed effectively, aligned with University student education policies and frameworks where appropriate, and delivered consistently and to agreed quality standards. You will support evaluation and continuous improvement within the Service. You will provide support across the Service to ensure compliance with the General Data Protection Regulation (GDPR). You will ensure staff resources are managed across the Service, facilitating good communication, building positive working relationships with internal and external stakeholders, sharing good practice and encouraging knowledge exchange to embed continuous improvement in all of the Service's course management processes.

What does the role entail?

As Digital Analytics and Insight Manager your main duties will include:



- Responsibility for the measurement and evaluation of course performance through collection and analysis of learning analytics data from multiple sources and reporting to internal and external stakeholders;
- Development and preparation of formal evaluation reports to meet the requirements of the Service management team and external course funders under the guidance of the Head of Student Education;
- Providing data-based insight to improve the Service's processes and practices;
- Managing and developing the Service's learner record database for the Service's professional and corporate courses;
- Providing leadership and management to the data analytics and reporting team within the Service, setting standards for the team, clarifying expectations and engaging members of the team in setting and delivering local team objectives that align to Service and university objectives;
- As a member of the DES Operational Group, ensuring the Service's operational priorities are effectively implemented and evaluated;
- Working closely with the Engagement and Communications Manager to design and deliver effective initiatives which ensure an excellent online learner experience and maximise learner retention, under the guidance of the Head of Student Education;
- Strategically contributing to the continuous development of the Service to deliver institutional and local priorities, working collaboratively with academic colleagues, functional leads and other service colleagues across the wider University to achieve this;
- Responding in an agile manner to the requirements of internal and external stakeholders;
- Ensuring effective communications within the Service to enable effective working, interpreting University policy and directives to inform the Service's operational priorities and planning.
- Assisting across the Service in ensuring GDPR compliance and liaising with the University Secretariat for advice when required.

These duties provide a framework for the role and should not be regarded as a definitive list.

What will you bring to the role?

As Digital Analytics and Insight Manager you will have:



- Experience of processing, analysing, and interpreting large and complex datasets using R and R Studio, for communication to specialist and non-specialist audiences;
- Thorough knowledge of data management systems, practices and standards, including knowledge of data protection and privacy best practice and regulations (including GDPR);
- Skilled in quantitative research methodologies and data visualisation methods and software (including SPSS and Excel);
- Experience of analysing qualitative information to support quantitative evidence for the development of effective action plans and interventions;
- Experience of monitoring and evaluating actions and interventions to determine their effectiveness;
- Experience of drawing insight from data, using data visualisation and telling a story to support strategic decision making;
- The ability to work with a high level of accuracy and attention to detail with a methodological approach to work and the ability to identify errors, inconsistencies and trends in data;
- Excellent written and verbal communication skills, including the ability to produce high-quality reports and documentation for multiple stakeholders;
- Experience of leading and managing people;
- A strong ability to work independently, with minimal supervision, as well as collaboratively with a range of stakeholders;
- Commitment to continuous improvement and delivering service excellence;
- Excellent analytical and problem-solving skills and the ability to think strategically and creatively;
- An organised, flexible and proactive approach to work, with experience of organising, managing and meeting competing priorities and deadlines;

You may also have:

- Experience of working in education, preferably in Higher Education and/or online and digital education;
- Bachelor's degree in Information Technology, Computer Science; Data Analytics; Statistics; Mathematics or other related area;
- Experience in web analytics and/or marketing analytics;
- Experience with programming languages (e.g. SQL), and/or development of dashboards (e.g. Tableau).



How to apply

You can apply for this role online; more guidance can be found on our [How to Apply](#) information page. Applications should be submitted by **23.59** (UK time) on the advertised closing date.

Contact information

To explore the post further or for any queries you may have, please contact:

Megan Kime, Head of Student Education

Tel: +44 (0)113 343 7710

Email: M.Kime@leeds.ac.uk

Additional information

Working at Leeds

Find out more about the benefits of working at the University and what it is like to live and work in the Leeds area on our [Working at Leeds](#) information page.

Candidates with disabilities

Information for candidates with disabilities, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at disclosure@leeds.ac.uk.

Criminal record information

Rehabilitation of Offenders Act 1974

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.

Any offer of appointment will be made in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

