



UNIVERSITY OF LEEDS

## CANDIDATE BRIEF

Market Research and Insight Manager, Marketing



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

**Reference: CSMAR1044**

**We will consider flexible working arrangements**

# Market Research and Insight Manager Marketing

**Are you an experienced market research professional looking for a new challenge? Do you want to use your knowledge and experience to plan insightful market research activities and support tactical and strategic decision-making? Are you self-motivated, organised, with attention to detail and excellent communication skills?**

Based in the Marketing team, you will ensure that strategic and tactical decision making is informed by timely, relevant and robust data, insight and intelligence.

You will design, manage and deliver market research, analysis and insight for all student markets and along the total student journey, as well as employers, business and research partners.

You will take responsibility for the planning, design and management of large-scale multifaceted projects involving both primary research (qualitative and quantitative) and extensive secondary data analysis.

In your role you will need to have strong communication skills and be able to build effective relationships with a wide range of internal and external stakeholders.

## What does the role entail?

Reporting to the Senior Market Research & Insight Manager, your main duties will include:

- Supporting student recruitment, student education, research marketing, and business to business marketing activity through the provision of comprehensive market research, insight and analysis utilising a variety of methodologies;
- Working with internal clients to translate objectives and information needs into comprehensive project plans;
- Providing professional advice and guidance to senior colleagues in Faculties and Schools in support of their market research and intelligence requirements;
- Planning, designing, and executing primary research projects and present findings and recommendations to key stakeholders. This will include design of



questionnaire or discussion guide, fieldwork, analysis and reporting, and where necessary coordination with external market research suppliers;

- Working with a wide range of audiences to gain insight, including prospective and current students, influencers, employers, and research and business contacts;
- Undertaking extensive analysis of internal and external data to evaluate competitive performance and market positioning and to input into portfolio evaluation and development;
- Producing reports and presenting findings with recommendations for action to relevant University groups and committees. Disseminate findings through networks and information sessions, as appropriate;
- Contributing to the strategic direction and planning of the Market Research and Insight Function whilst ensuring that it aligns with institution-wide priorities and objectives;
- Helping to plan the annual schedule of market research and intelligence projects by proactively identifying and monitoring gaps in provision against the University's strategic priorities. Contribute to the ongoing evaluation and service enhancement of market research, insight and analysis projects;
- Deputising for the Senior Market Research & Insight Manager where required, and pro-actively support more junior members of the team, including line management if necessary;
- Developing networks with key internal stakeholders to provide professional advice and share best practice, e.g. Marketing Managers Network;
- Taking an active role in the continuous development of technical expertise within the team;
- Proactively staying up to date with developments in the Higher Education sector as well as current thinking in the field of market research and analysis.

The nature of the role means that there might be a requirement for occasional weekend working.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.



## What will you bring to the role?

As a Market Research and Insight Manager you will have:

- Extensive experience of planning and delivering market research, insight and analysis projects;
- Experience with conducting research with a range of audiences, including business audiences;
- Experience of complex data analysis and quantitative research techniques including questionnaire design and survey analysis;
- Experience of qualitative research techniques, including discussion guide design and moderation/analysis of focus groups, depth interviews and user testing;
- Excellent communication skills, with the ability to convey complex concepts clearly and effectively to a range of audiences, whilst developing effective working relationships with stakeholders;
- Strong interpersonal and influencing skills, with the ability to provide specialist knowledge and advice, to inform decisions which have an ongoing impact on a broad area;
- Excellent project management and organisational skills with an ability to work well under pressure and to tight timescales, with excellent attention to detail;
- Ability to work proactively using a problem solving approach;
- Extensive experience of Microsoft Word, Excel and Powerpoint, and survey analysis software packages;
- Experience with commissioning external market research or data suppliers;
- Strong team working skills.

You may also have:

- Knowledge or experience of working in higher education;
- An education to degree level and/or market research qualification;
- MRS Membership;
- Knowledge of and experience with SNAP;
- Line management experience.



## 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:

**Anja Simpson, Senior Market Research & Insight Manager**

Tel: +44 (0)113 343 4450.

Email: [a.simpson@adm.leeds.ac.uk](mailto:a.simpson@adm.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](mailto: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 in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

