Candidate Information

Position: Market Insight Assistant
School/Department: Marketing and Communications
Reference: 23/110777
Closing Date: Monday 17 April 2023
Salary: £21,761- £23,662 per annum
Anticipated Interview Date: Thursday 27 April 2023

JOB PURPOSE:

To provide administrative support for the Market Insight function at Queen's University.

To support the administration and analysis of quantitative research projects, to assist with competitor analysis and market trend analysis to support course portfolio optimisation, to assist with rankings performance analysis, to support the recruitment and administration of qualitative research projects and to help with dissemination of market insight across the University.

MAJOR DUTIES:

1. Assist in the coordination of quantitative research with current and prospective students, for example, assisting with acquiring databases of contacts, inputting questionnaires into online survey software and assisting with quantitative data analysis.
2. Assist with competitor analysis to inform new course development and competitor benchmarking activity, for example, extracting information from competitor websites and publications.
3. Assist under supervision with the extraction of data from online databases to examine market demand trends in the higher education sector.
4. Assist with university rankings performance analysis at University and subject level.
5. Assist in the administration of qualitative research with current and prospective students, for example, assist with student focus group recruitment, preparation of materials to be tested during focus groups, note taking during focus groups and assisting with qualitative data analysis.
6. Assist with charting and report writing to effectively communicate the findings of market insight to stakeholders.
7. Assist with the dissemination of market insight findings by, for example, collating reports in shared folders and helping organise events to present market insight findings.
8. Provide support for key recruitment activities organised by the Marketing department.
9. Undertake other duties and responsibilities as required by the Market Insight Manager and other senior colleagues.

ESSENTIAL CRITERIA:

1. A minimum of 5 GCSE's at Grade C or above (or equivalent) to include English Language and Mathematics or NVQ Level 2 in a relevant subject.
2. 6 months + relevant experience in a market research / data analysis role.
3. Highly competent in MS Office packages including Word, Excel, PowerPoint.
4. Ability to plan and organise tasks within an agreed work schedule.
5. Excellent written English skills.
6. Ability to deal effectively with face to face, telephone and written enquiries.
7. Commitment to working in a higher education environment.
8. Ability to work on own initiative and as part of a team.
9. Flexible, willing to adapt to new tasks and duties.
10. Ability to make decisions and to plan and prioritise within remit of post.
11. Organised, methodical approach to work.
12. A flexible approach to working hours to meet business needs when required.

DESIRABLE CRITERIA:

1. Further or higher level qualification in Marketing, Business or Statistics related subject.
2. Experience of efficiently and accurately analysing large amounts of data.
3. Experience of administering focus groups.
4. Experience of using online survey software.
5. Experience of working in project teams.
6. An understanding of the UK Higher Education market.