

Candidate Information

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| Position: | Business Intelligence & Analytics Associate - KTP Associate - Unicorn Hygienics |
| School/Department: | KTP and Business Networks |
| Reference: | 23/111356 |
| Closing Date: | Friday 17 November 2023 |
| Salary: | £30,000 - £33,000 per annum. One of the key KTP benefits for graduates is access to a £6,480 training and travel budget over the 24-month project. |
| Anticipated Interview Date: | Tuesday 5 December 2023 |
| Duration: | Fixed Term for 24 months |

Job Purpose:

Queen's University Belfast in partnership with Unicorn Hygienics Ltd have an exciting employment opportunity for a graduate to work on a Knowledge Transfer Partnership.

In collaboration with Queen's Business School at Queen's University Belfast the candidate will utilise data and analytics to guide strategic business decisions, to capitalise on market opportunities, drive operations efficiency and deliver excellence in the customer experience.

The KTP Programme has been helping businesses throughout the UK for over 40 years by recruiting suitably qualified graduates to deliver strategic innovation projects in industry. A KTP role is the perfect launchpad, helping accelerate your career by giving you the opportunity to apply your academic knowledge and skills to a real-life challenge that delivers tactical change within a company. One of the unique benefits to KTP is that you will have access to a substantial training and development budget and have the support and guidance of Queen's world class academics and researchers. Unicorn Hygienics Ltd (UHL) is part of Unicorn Group, which consists of Unicorn Flooring, Unicorn Containers and PFC Rainwater systems as well as UHL. UHL is a Lisburn based manufacturer of intelligent washroom solutions. With more than 30 years' experience in the industry, the company have developed a reliable product range designed to reinforce washroom services companies' business. The entire product range is manufactured in-house, providing excellent quality products at affordable prices and in a time efficient manner.

Products range from washroom air fresheners, sanitisers and deodorisers to vending and dispensing solutions for product sales or free vend supplies of period products.

The KTP Associate will lead on the delivery of the following key project stages under the guidance of company and academic supervisors:

1. Evaluate the current customer experience;
2. Map the current customer engagement model;
3. Analyse the customer purchasing behaviour using techniques such as segmentation and market basket analysis;
4. Carry out predictive analytics in areas such as customer churn prediction and repeat purchasing;
5. Develop a customer insights operating model;
6. Evaluate new market opportunities;
7. Introduce and use the net promoter scale as a KPI; and
8. Work with senior management to set customer experience centric goals and KPIs.

The successful candidate must have, and your application should clearly demonstrate you have:

- Hold or are about to hold an undergraduate or postgraduate degree in business analytics, management and related areas (e.g. data science/analytics/computer sciences).
- Experience of descriptive and predictive analytics methods.*
- Experience of data management.
- Experience using Business Intelligence tools.
- Experience in using one or more analytics programming languages (R/Python) and tools.*
- Ability to think logically, create solutions and make informed decisions.
- A high level of numeracy and the ability to interpret data.
- Self-motivated, capable of working independently, with a drive and ambition to succeed.
- Ability to work effectively as a member of a group.
- Enthusiasm for research/project area.
- Well organised, attention to detail and ability to meet tight deadlines.
- An interest in staying with the Company. (Associates are normally invited to apply for permanent positions).
- Ability to take part in Associate management courses (requiring two one-week periods in England).
- Willing/able to travel throughout the UK and Ireland and abroad, as necessary.

*may be demonstrated through the completion of a module, student project or employment.

Main Activities/Responsibilities:

1. Plan, manage and coordinate the items of work as laid out in the project plan (project work plan will be provided by Supervisors). Plan day-to-day activity and contribute to the planning and management of the project, approximately 3-6 months in advance.
2. Attend training modules (mandatory and additional job-specific training). This may be local, national and international. Ensure that all training and development activity is scheduled to ensure that progress on the work plan objectives is not interrupted or delayed.
3. Plan and manage day-to-day resources to ensure the project runs to time and on budget.
4. Coordinate and obtain approval for planned expenditure/allocation of resources with the Management Committee and Steering Group, and monitor travel and development budgets and produce a Personal Development Plan which will ensure best use of financial resources.
5. Build relationships with both company and university staff to ensure effective working practices are established.
6. Liaise with company staff on a daily basis. Contribute to training of staff in the company and university as required, which may include the supervision of placement students or other staff members as required.
7. Attend and contribute to any appropriate meetings, both in the company and the university as required. Present regular progress reports to members of the Steering and Management Groups and to external audiences.
8. Perform any other additional duties as agreed by the Local Management Committee and Steering Groups to contribute to the development of the company, the university and the Associate.
9. Establish contacts with additional groups and organisations (other KTP Associates, other university departments, other industrial contacts, and Innovate UK) as required to develop knowledge and understanding and form relationships for future collaboration.
10. Act as an Ambassador for the Knowledge Transfer Partnership Programme.

Additional Information:

- Knowledge Transfer Partnerships help forward thinking companies innovate for growth. They do this by connecting organisations who have an innovative idea with the knowledge and expertise to help deliver it. This dynamic three-way partnership formed between an inspired graduate, the university and the company means that the graduate, known as the KTP Associate, provides the link between an expert academic team and a dynamic organisation. This bridge gives the graduate unique and exceptional access to both world class academic support and experts from within the business.
- A KTP provides a fulfilling employment opportunity where you can apply your knowledge to turn a key strategic innovative idea into reality and although the KTP Programme is aimed at recent graduates, any suitable qualified graduate may apply. Each KTP Associate role is a fully salaried job and last between 12 months and three years with approximately 70% of Associates offered employment by the host business at the end of the project. Projects can be in any sector and for businesses of all sizes. Each KTP Associate will have a travel / training budget to provide funding for job-specific training and further professional development. Two, one week residential management training modules are also included as part of the package.

- For all KTP projects, the graduate is employed by the University but contracted to work in the business, under the business' basic terms and conditions including holidays and hours of work. As a member of University staff, KTP Associates can join the University pension scheme, gain access to University resources including the Library and sports facilities. Please note that KTP Associates are not eligible for financial support for relocation from the University.
- KTP aims to help businesses improve their competitiveness and productivity through the better use of knowledge, technology and skills held within the UK knowledge base. KTPs are funded by UKRI through Innovate UK with the support of co-funders, including the Scottish Funding Council, Welsh Government, Invest Northern Ireland, Defra and BEIS. Innovate UK manages the KTP Programme and facilitates its delivery through a range of partners including the Knowledge Transfer Network (KTN), Knowledge Bases (in this case, Queen's University Belfast) and Businesses.
- Please note that the Shortlisting Panel cannot make assumptions on your experience or qualifications; it is the responsibility of the applicant to evidence their suitability for the role. As such your Application Form, CV and/or Cover Letter must clearly demonstrate how your Qualifications and Experience meet the Essential Criteria and, where possible, Desirable Criteria, as listed in the Candidate Information Booklet. Please ensure that you address all the criteria in the person specification and provide evidence to support your statements.
- More details about are available at www.ktp-uk.org.

Essential Criteria:

1. Hold or are about to hold an undergraduate or postgraduate degree in business analytics, management and related areas (e.g. data science/analytics/computer sciences).
 2. Experience of descriptive and predictive analytics methods.*
 3. Experience of data management.
 4. Experience using Business Intelligence tools.
 5. Experience in using one or more analytics programming languages (R/Python) and tools.*
- * may be demonstrated through the completion of a module, student project or employment.
6. Ability to think logically, create solutions and make informed decisions.
 7. A high level of numeracy and the ability to interpret data.
 8. Good oral, written and presentation skills.
 9. High level of IT skills.
 10. Self-motivated, capable of working independently, with a drive and ambition to succeed.
 11. Ability to work effectively as a member of a group.
 12. Enthusiasm for research/project area.
 13. Well organised, attention to detail and ability to meet tight deadlines.
 12. An interest in staying with the Company. (Associates are normally invited to apply for permanent positions).
 13. Ability to take part in Associate management courses (requiring two one-week periods in England).
 14. Willing/able to travel throughout the UK and Ireland and abroad, as necessary.
 15. Able to travel to and from Company at Riverview, The Green, Tullynacross Road, Lisburn, BT27 5SR.

Desirable Criteria:

1. Hold or about to hold a postgraduate degree/PhD degree in a relevant area.
 2. Experience in conducting marketing analytics projects.
 3. Experience in working in large scale business analytics projects.
 4. Experience in working in sales and marketing.*
- * may be demonstrated through the completion of a module, student project or placement.
5. Ability to deliver training and follow-up support to operatives.
 6. Ability to influence people effectively.
 7. Tenacious and committed to achieving goals.