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University of Sunderland

## Role Profile

### Part 1

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Lifechanging



**University of  
Sunderland**

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#### Type Job Title here

<b>Job Title:</b>	Data Analyst (Management Information and Market Insights)
<b>Reference No:</b>	
<b>Reports to:</b>	Management Information and Market Insights Manager
<b>Responsible For:</b>	
<b>Grade:</b>	D
<b>Working Hours:</b>	1 FTE
<b>Faculty/Service:</b>	Planning & Finance
<b>Location:</b>	Sunderland Campus
<b>Main Purpose of Role:</b>	<ul style="list-style-type: none"><li>• Compile and analyse data to produce reporting and recommendations, understanding the focus of the institution and strategic priorities, identifying potential market opportunities and challenges.</li><li>• Complete set up, monitoring, evaluation and reporting of key institutional surveys</li><li>• To produce routine and ad-hoc management information reports to support operational decision making.</li><li>• To assist in the development of business intelligence to support strategic decision making.</li></ul>
<b>Key Responsibilities and Accountabilities:</b>	<ul style="list-style-type: none"><li>• To support the Management Information and Market Insights Manager in the delivery of key objectives for the Planning and Finance Service.</li><li>• Support the Management Information and Market Insights team with exploration of relevant data sources to identify new market/product opportunities and challenges, identifying new data sources where appropriate.</li><li>• Conduct focused data analyses which add value to existing market intelligence activity, for example interrogation and interpretation of population/demographic data and qualification data (A levels or equivalent, pre A level).</li><li>• Interrogate and develop analysis understanding the range of sources within the University of Sunderland that aid to the understanding of student recruitment.</li><li>• Contribute to analysis and evaluation to support specific and tailored market insight requests from faculties around new product development ideas.</li><li>• Support the set up, monitoring and evaluation, including dissemination of results using appropriate technology, of key institutional surveys (determined by the DVC Academic), for example the National Student Survey</li><li>• To consider current international/national/local agendas, policy and environment and their potential impact on the university in terms of Management Information and Market Insights</li><li>• Understand the onward external and internal use of data held within the student record system(s) to inform the provision of high-quality management information.</li><li>• To provide assurance to senior management that relevant systems and controls are operating successfully.</li><li>• To co-ordinate areas of work relating to the preparation and monitoring of market data, management information and business intelligence.</li></ul>

	<ul style="list-style-type: none"> <li>• To provide valuable and insightful analysis to decision makers across the organisation.</li> <li>• To produce data analysis and reporting with additional context to the information provided in the role as subject matter expert.</li> <li>• To liaise with faculties, ensuring that requests for information and analysis are discussed with guidance provided on specifications resulting in effective outputs.</li> <li>• To provide subject matter expert advice to senior officers in Management Information and Market Insights and other University staff.</li> <li>• To liaise with non-subject matter experts across the University on day-to-day market insights and management information.</li> <li>• To encourage a culture in the service which supports University and Planning and Finance priorities, including: responsiveness and excellence in customer service; ownership of actions; adaptability and a 'can do' attitude; strong communication; innovation; inclusiveness; collaboration and team working</li> <li>• To undertake any other appropriate duties as requested by senior staff</li> <li>• Understand the student journey, including all areas of the SITS student record system, keeping abreast of any changes that could impact on reporting and analysis.</li> <li>• To carry out any other relevant duties as required by the Management Information and Market Insights Manager and the University Executive.</li> </ul>
<b>Special Circumstances:</b>	<ul style="list-style-type: none"> <li>• Possible need for additional weekend and evening working during peak periods</li> <li>• Annual leave may be restricted at certain times of the year</li> </ul>



### Part 2A: Essential and Desirable Criteria

#### ***Essential***

##### **Qualifications and Professional Memberships:**

- Educated to A level standard or equivalent work experience

##### **Knowledge and Experience:**

- Demonstrable experience of gathering, analysing, interpreting, and reporting data
- Experience of manipulating large data sets to produce valued evaluation, reporting and recommendations
- Able to work as part of a team and also using own initiative to resolve complex problems and being able to propose solutions to the business
- Presentation of complex management information to non-technical staff
- Demonstrable success in building good relationships with key internal and external stakeholders
- Ability to manage and prioritise own workload in a dynamic environment, highlighting potential areas of conflict
- Demonstrate meticulous attention to detail.
- Excellent IT skills, including relevant experience of using Microsoft Office (especially Excel) to an advanced standard
- Excellent communication skills with the ability to provide persuasive argument to action change
- Be able to demonstrate meticulous attention to detail and understand and identify data quality issues for resolution
- Ability to complete and manage large scale tasks in line with external guidance and definitions
- Knowledge of business intelligence tools and their use in the running of a large organisation
- Experience of using SITS student records system or similar large-scale records system

#### ***Desirable***

##### **Qualifications and Professional Memberships:**

- Prior work experience in a Higher Education sector.
- Experience of using Alteryx (or similar software)
- Understanding of digital analytic platforms and CRM systems in the use of marketing and recruitment

## Part 2B: Key Competencies

[illegible]

Date Completed: