

JOB DESCRIPTION
Market Research Officer, Communications & Marketing
Vacancy Ref: A1054

Job Title: Market Research Officer	Present Grade: 7P
Department/College: Communications and Marketing	
Directly responsible to: Head of Marketing	
Supervisory responsibility for: N/A	
Other contacts Internal: Central administrative staff, Senior Management Team, ISS and Library staff, Faculty and departmental staff External: External agencies, suppliers and providers, other institutions and organisations as appropriate.	
Major Duties: The key responsibilities of the role are: <ul style="list-style-type: none"> • To initiate and project manage market research, including but not limited to desk research, and qualitative and quantitative primary research as appropriate to investigate and guide existing and future course portfolio, marketing and student recruitment strategy. This involves collating and interpreting complex data from many sources, making recommendations for improvements, cascading information to relevant colleagues across the University and evaluating improvements made as a result; • To conduct all aspects of qualitative and quantitative market research from taking the initial project brief, designing a research approach and conducting fieldwork through to analysis, interpretation and delivery of findings in order to inform the University's understanding of national and international higher education markets; • To project manage external market research suppliers to ensure insightful findings are delivered on time and within budget; • To collate, analyse and interpret information from a wide range of secondary data sources to make business recommendations; • To cascade research findings to relevant colleagues across the University to support recruitment, marketing and course portfolio development activities; • To assist colleagues across the University in identifying their market research needs and using market intelligence data; • To provide specialist advice and training to colleagues across the University on appropriate market research techniques, tools and data sources for investigating the HE market and/or evaluating the success of marketing and recruitment activities; • To maintain an up-to-date, online library of market research information; 	