

## **JOB DESCRIPTION**

<b>POST:</b>	Head of Data & Insight	<b>DATE:</b>	November 2016
<b>FACULTY/SERVICE:</b>	Senior Management Group	<b>POST NO:</b>	SMG-Z99
<b>STARTING DATE:</b>	As soon as possible		
<b>SALARY RANGE:</b>	Grade 8, £39,324 – £46,924 per annum		
<b>HOURS:</b>	Full time, 37 hours per week		
<b>FIXED TERM:</b>	Indefinite		
<b>REPORTING TO:</b>	Vice-Chancellor (with a dotted line to Director of Communications and Marketing)		

### **THE POST – JOB PURPOSE**

The University of Winchester is looking to significantly improve its market insight to support its national and global reputation as an outstanding provider of values-driven teaching and research excellence.

The Head of Data & Insight is a new post created to provide a comprehensive data analysis service generating insights to enhance the decision-making process within the University. In particular, the post holder will support the delivery of strategic objectives relating to marketing and recruitment and an enhanced position in league tables, the Teaching Excellence Framework and the National Student Survey.

### **MAIN DUTIES AND RESPONSIBILITIES**

- Contribute to the delivery of high quality research and data insight which supports the delivery of the University Strategic Plan, the Communications and Marketing Strategy and the Student Recruitment Strategy.
- Provide a strategic analytical service across the University, with particular focus on supporting marketing effort, student recruitment (UK and international) and course development.
- Manage key analytical research and data insight projects which will shape and influence decision-making. Projects will include, amongst others:
  - market / customer insight, market and competitor appraisal
  - horizon-scanning to identify developments within the HE sector that could impact (positively or negatively) on the University appraisal
  - course development (new and existing courses)
  - weekly analysis of applications
  - analyses of our partnerships and recruitment demand

- analysis of data linked to league tables, the Teaching Excellence Framework and National Student Survey; and the statistical data return
- Writing research reports for the Senior Management Team following extensive data analysis.
- Effective communication and presentation of findings tailored for different audiences, for example management meetings, Board meetings.
- Use a range of tools and techniques to ensure data analysis is effective including Tableau and Business Objects.
- Make a significant contribution to the on-going development of the University's strategic plan, in particular taking a lead on analysis of Key Performance Indicators to inform the leadership team and the wider University on future strategic direction.
- Lead on student recruitment targets each year, working with the Senior Management Team, Director of Communications and Marketing, Director of Student Recruitment and Dean of Admissions, Deans and Heads of Department.
- Lead on analysis of existing 'feeder' institutions and, working with the Schools and Colleges Liaison Officers and Director of Communications and Marketing, recommend new activities targeted at new geographical areas and/or institutions.
- Provide expert guidance and support to colleagues undertaking and interpreting their own market research. Devise and encourage use of best practice and conduct training as required.
- Line Management responsibilities.

#### **General**

- Ensure a professional and coordinated approach to management information and market research across the institution, sourcing best practice externally and keeping up to date with the latest trends and developments in data and insight.
- Keep abreast of key policy developments within the HE sector.
- Manage the budget for market intelligence and research within the financial boundaries and regulations of the University.
- Undertake any other duties that may reasonably be requested in line with the seniority and scope of this role.
- Respond to ad hoc requests for information and reports from senior management.

#### **General Information**

It is anticipated that this job description will change over time in accordance with the needs of the role. The role holder will be fully consulted on any proposed amendments.

#### **CONDITIONS OF SERVICE**

The appointment will be made at Grade 8, currently £39,324 to £42,955 per annum and annual incremental progression within this range. An upper range of £44,240 to £46,924 per annum, will be available (again with incremental progression) to those who, having gained considerable experience relevant to the role, are able to demonstrate added value through activities or contribution which are over and above the normal expectations for the role. Starting salary will be dependent upon qualifications and experience. Salary is paid monthly in arrears by direct credit transfer on the last working day of each month.

Your normal centre of duty will be the King Alfred Campus in Winchester. However, you may be required to work in any part or department of the University and in any Campus of the University), or as otherwise required for the due performance of your duties and responsibilities.

Normal hours of work will be 37 per week, to be worked between the hours of 8.30am and 5.30pm, Monday to Friday, by agreement with your Line Manager.

The appointment will, in an appropriate case, be subject to a probationary period of 6 months.

The annual leave year runs from 1 August to 31 July. Holiday entitlement is 24 days per annum, plus Bank holidays and two extra statutory days. A proportion of the entitlement is allowed pro rata for part-time staff working less than five days per week and/or not throughout the year, and for all support staff during first leave year at the University.

Holiday entitlement is increased by five days on completing five years' service prior to the commencement of a leave year on 1 August.

Other terms and conditions of employment appropriate to this post and grade apply in addition to those referred to in this statement. The list of benefits includes Pension Scheme, Sick Pay Scheme, Maternity and Paternity leave and pay (subject to eligibility). Details are contained in the Statement of Principle Terms and Conditions of Employment issued on appointment, the Staff Handbook and other documents referred to therein.

#### **APPLICATION INFORMATION**

Candidates shortlisted for interview will be asked to give a presentation lasting no more than 10 minutes on the following topic:

**What are the biggest challenges facing the Higher Education sector? And how can research and insight support strategic decisions to navigate these challenges (using examples of the type of research and insight)?**

Applications should be made on line at [www.winchester.ac.uk](http://www.winchester.ac.uk). Please note that posts close at midnight on the date stated. Late applications will not be accepted. Due to certificate of sponsorship restrictions this post is not open to applicants who require sponsorship to work at the University of Winchester.

We delight in diversity in our workforce and seek those that share this value

## PERSON SPECIFICATION

Each attribute is marked as essential for the post, or desirable. The last four columns on the Person Specification (labelled A, I, and P) indicate how each attribute is assessed.

A = application form, I = interview, P = presentation

ATTRIBUTES	ESSENTIAL	DESIRABLE	A	I	P	T
<b>EDUCATION/TRAINING</b>						
Degree or equivalent professional qualification	X		X			
Higher degree		X	X			
<b>KNOWLEDGE &amp; EXPERIENCE</b>						
Experience of working in a market research role, or role with a significant experience of data analysis and manipulation and the ability to work with large volumes of information from a variety of sources	X		X	X	X	X
Experience of influencing business decision making through the use of research and data insight	X		X	X		
Experience of delivering effective research and data insight projects, including commissioning primary and secondary research from, and managing, external market research agencies	X		X	X		
Experience of using a range of techniques and methods when undertaking and presenting research and data insight, including use of tools like Tableau, BusinessObjects, SPSS and NVivo		X	X	X	X	
Awareness of the Higher Education market and policy environment		X	X	X	X	
Experience of conjoint analysis and Van Westdendorp technique		X	X			
Experience of using Microsoft Excel to a highly competent level	X		X			
Experience of using national statistics, census and open data		X	X			

ATTRIBUTES	ESSENTIAL	DESIRABLE	A	I	P	
<b>SKILLS/ATTRIBUTES</b>						
High level of analytical skills demonstrating an affinity with data, statistics and media with a passion for new and innovative ways to visualise and present information	X		X	X	X	
High standard of written and oral communication skills, with the ability to effectively convey information in a clear, concise and meaningful form through reports, presentations, meetings etc.	X		X	X	X	
Proven track record of being able to analyse and interpret complex information	X		X	X		
Excellent interpersonal and team working skills, proven ability to negotiate, build relationships and converse with colleagues at all levels	X			X	X	
Excellent IT skills, including advanced spreadsheet skills (e.g. pivot tables), presentation software, web-based software and experience of data reporting tools	X		X			
Ability to prioritise workload and be very flexible	X		X			
Positive and professional attitude with stamina, enthusiasm, a sense of humour and a keenness to learn and pick up new skills	X			X		
Understanding of the University's values and happy to demonstrate these values through your work	X		X	X		

## **FURTHER INFORMATION**

### **Health & Safety**

Under the Health & Safety at Work Act 1974, whilst at work, you must take reasonable care for your own health and safety and that of any other person who may be affected by your acts or omissions. In addition, you must co-operate with the University on health and safety and not interfere with, or misuse, anything provided for your health, safety or welfare.

Copies of the University Safety Policy can be found on the University Intranet.

### **Sustainable Development**

All employees are expected to act in accordance with the Sustainable Development Policy and Environment Strategy. In the course of your duties, you should seek to minimise any detrimental impact on the environment and take specific action as appropriate within the remit of your post.

### **Facilities**

Staff catering facilities are available.

**West Downs Day Nursery** - is situated within the grounds of The University of Winchester. The nursery offers care for children from the age of six weeks to five years in a stimulating and homely environment. The nursery provides 62 places each day from 7.30am to 6.15pm on a full time or sessional basis. The opening times are designed to accommodate the working parent who may wish to continue their career. Further details are available from the Human Resources Department.

Sports and Fitness facilities are available, these include the University Gym, Sports Hall and our outdoor Multi-Use Games area for Tennis, Basketball, Football and Badminton to name a few. At our Bar End facility you will find our Athletics Track and All-Weather Pitch. Also on offer is our Fitness & Wellbeing class timetable which are complimentary to all Gym Pass holders.

### **Winchester Values**

We value freedom, justice, truth, human rights and collective effort for the public good. The plans and actions of the University of Winchester are founded in these ideals together with the following values:

#### **Intellectual Freedom**

Intellectual freedom and its appropriate expression are at the heart of our business.

#### **Social Justice**

We seek to embody social justice and develop our students as effective and fulfilled global citizens. They will be prepared to challenge the status quo and will have the strength to stand up for what they believe to be true.

#### **Diversity, Equality and Inclusion**

We value diversity and we are committed to ensuring a welcoming and inclusive experience and striving to ensure equality for all.

## **Spirituality**

The University celebrates its Christian foundation, and welcomes those of all faiths and none. Together we seek to explore the mystery of life, and to grow in wisdom and love.

## **Individuals Matter**

The wellbeing of each member of staff and every student is important, as are their opinions and views.

## **Creativity**

Permeability, agility and imagination are central to our thinking: we endeavour to act as a crucible for the generation and transfer of knowledge.

## **Compassion**

Conscious of the kinship that exists between all life, we seek to nurture compassion for people, animals and the planet.

## **Mission Statement:**

‘To educate, to advance knowledge and to serve the public good’

## **The University vision:**

The University of Winchester is a university on a human scale, with a principal emphasis on the personal creativity and development of its students and its staff.

Through its teaching, research and professional practice, the University will be an outward facing and permeable organisation, welcoming outside influences and fully engaging with society locally and regionally, nationally and internationally. It will provide a high quality university education, responsive to the intellectual, personal and professional needs of its members and the wider community.

The University seeks to serve the spiritual and ethical needs of its students, building moral and global awareness. Our Church foundation is reflected also in strong support offered to students from backgrounds not traditionally associated with higher education. The University will ensure that its courses are accessible to all those who have the potential to benefit from them, regardless of their social, economic, ethnic or religious background.

As a twenty-first century institution which provides a progressive and challenging higher education experience and which forms a crucible for the generation and transfer of knowledge, we have high expectations of both staff and students. The professionalism of staff is reflected in integrity, objectivity and competence. Students’ time at the University will provide them with a justified confidence in their abilities and the strength to stand up for what they believe to be true.