



1 Advertisement

Post Title: Market Research Officer

School/department: Marketing in the Division of Communication, Marketing and Advancement

Hours: Full or part-time hours up to a maximum of 36.5 hours. Requests for [flexible working](#) options will be considered (subject to business need). Hybrid working 50:50 working from office and home.

Contract: Fixed term until 31 January 2024

Reference: 10031

Salary: starting at £27,131, and rising to £31,411 per annum

Placed on: 09 November 2022

Closing date: 25 November 2022. Applications must be received by midnight of the closing date.

Expected interview date: to be confirmed

Expected start date: to be confirmed

A fantastic opportunity has arisen to be part of the large and vibrant Marketing team at the University of Sussex. We are recruiting a Market Research Officer to play a key role in the work of the Marketing team, as well as to support academics and colleagues across the University. This varied and interesting role provides the opportunity to take an active role in collaborative work both within and outside of the department.

You'll work with the Market Research Manager and Senior Market Research Manager to provide market insights through desk research and analysis, surveys and focus groups. You'll have opportunities to work on high-profile strategic research such as the Acceptor/Decliner survey, market and competitor reviews, and research to support the development of new courses.

The Marketing Team is comprised of staff with expertise in CRM, Market Research, Digital and Brand Marketing and Marketing planning and delivery.

We're a friendly and professional team who aim to provide a high quality service to the Academic Schools of the University and other Professional Services. You will be joining us at an exciting time for marketing in higher education and especially for the University.

Please contact Rebecca Georgiou at r.a.georgiou@sussex.ac.uk for informal enquiries

For full details and how to apply see our [vacancies page](#)

The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.

Please note: The University requires that work undertaken for the University is performed from the UK.

2. The School / Division

The Professional Services comprise approximately 650 staff across eleven main divisions. The budget is approximately £12m a year. In addition, trading activities for residences and other campus services have a turnover of £17m a year.

Division of Communications, Marketing and Advancement

The Division of Communications, Marketing and Advancement is responsible for enhancing the reputation of the University, ensuring the institution's vision and features are promoted and understood by a range of stakeholders including prospective and current students, alumni, supporters, media, staff, government, business, and the public.

The division promotes the achievements of students, academics, and researchers, as well as professional staff, and communicates the University's education and research offering as well as major developments related to the institution.

It works with colleagues across the University to help maintain Sussex's reputation as a world-class, innovative institution striving for a better world. It is also responsible for meeting Undergraduate and Postgraduate yearly recruitment targets for both a domestic and international audience.

The Marketing Team

The Marketing Team has a primarily student recruitment remit and is currently growing. The Marketing Team works closely across the division and with the Planning Department.

3. Job Description

Job Description for the post of: Market Research Officer

Department: Division of Communication, Marketing and Advancement

Unit : Marketing

Location: University of Sussex Campus 50%, Home 50%

Grade: 5

Responsible to: Market Research Manager

Key Responsibilities:

The post holder will work with the Senior Market Researcher and Market Research Manager to provide market insights including analysis of applications, enrolment and economic/educational trends in key markets. This includes information on opportunities/challenges to market position in relation to student recruitment, competitor HEIs and portfolio development. The post-holder will conduct desk research, surveys and focus groups as required.

This Job Description sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed.

Main duties:

1. Research and data analysis

- Collate, process and analyse data from a range of sources including HESA (Higher Education Statistics Agency) and UCAS (Universities and Colleges Admissions Service), and internal student databases
- Analyse and evaluate both quantitative and qualitative findings and write, or contribute to, research reports
- Produce or contribute to market and competitor reviews using market intelligence data and subject trend and student application analysis
- Contribute to research design and fieldwork such as sampling, questionnaire setting, focus groups and interviews
- Generate and source data to help assess future needs and trends in further and higher education and the broader environment
- Support the University's portfolio provision and new course approval process and provide research reports to underpin new course proposals or modifications

2. Coordination of research activities

- Organise and support delivery of focus groups and interviews (on and off-site)
- Assist and support the creation, distribution and running of surveys
- Support specific scoping studies in support of agreed strategic priorities
- Develop and maintain a thorough working knowledge of all relevant internal data sources and provide assistance to all members of the marketing team in accessing data relevant to their needs
- Utilise existing sources of information and proactively identify new sources of data

3. Other duties

- The postholder will be expected to attend student recruitment events some of which are held on Saturdays
- Undertake such other duties as may be required reasonably by the Senior Market Researcher and Market Research Officer
- Proactively contribute to processes for information sharing
- Make relevant market intelligence available to all marketing colleagues
- Help create a bank of relevant market research documents and tools and ensure these are accessible to appropriate groups within the University
- Contribute to Social Media activity as required

4. Maintain up to date sector knowledge

- Keep abreast of relevant changes in the HE sector which may impact on marketing

- Develop and maintain professional networks within the sector
- Attend appropriate events in order to keep abreast of sector developments and expand networks
- Maintain good relationships with external organisations and collaborate on projects as required

5. Work effectively with the marketing team

- Understand how data and market intelligence inform marketing strategy and operational activity
- Work closely with marketing colleagues to support and inform marketing planning and subsequent evaluation activity
- Facilitate and enable access to information across the team
- Work closely with relevant colleagues to provide advice regarding market research requirements and to implement their requirements

4. Person Specification

SKILLS / ABILITIES

	Essential	Desirable
A good understanding of quantitative and qualitative research methodology	Yes	
Ability to deal with large and complex datasets	Yes	
Ability to refine information needs into actionable research, and identify key variables	Yes	
Excellent attention to detail and ability to work methodically and maintain highest standards of accuracy, consistency and thoroughness	Yes	
An ability to communicate methodology and findings in an accessible manner to specialist and non-specialist audiences	Yes	
Excellent administrative and organisational skills with real attention to detail and an ability to manage several concurrent projects and meet tight deadlines	Yes	
A creative thinking and flexible approach to problem-solving	Yes	
High standards of written and oral communication	Yes	
Excellent numeracy	Yes	

KNOWLEDGE

	Essential	Desirable
A working knowledge of MS Excel, MS PowerPoint and MS Word is essential. General IT-literacy and familiarity with the internet is also essential	Yes	
Knowledge of Higher Education statistical resources and emerging trends		Yes

Working knowledge of Snap Surveys and/or Cognos 10		Yes
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EXPERIENCE

	Essential	Desirable
Experience of working in a sales or marketing orientated setting OR Experience of and a keen interest in providing market intelligence to inform marketing strategic and operational needs	Yes	
Experience of conducting research projects using both quantitative and qualitative research methodology	Yes	
Experience of handling large and complex datasets	Yes	
Experience of working in the higher education sector		Yes

QUALIFICATIONS

	Essential	Desirable
Education to 'A' level standard or equivalent	Yes	
Relevant degree or equivalent qualification		Yes
Additional qualifications in market or social research		Yes
Membership of a relevant professional institute		Yes

PERSONAL ATTRIBUTES AND CIRCUMSTANCES

	Essential	Desirable
A good team player who is also able to work independently and display initiative	Yes	
Ability to establish good working relationships with colleagues across different levels	Yes	
Ability to prioritise workload appropriately	Yes	