



1 Advertisement

Post Title: Senior Market Research Manager

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

Hours: Full time hours considered up to 1FTE (part time hours considered up to a minimum of 0.8 FTE). Requests for [flexible working](#) options will be considered (subject to business need). Hybrid working 50:50 working from office and home.

Contract: Permanent

Reference: 9390

Salary: starting at £43,414 to £51,805 per annum, pro rata if part time

Placed on: 12 December 2022

Closing date: 24 January 2023. Applications must be received by midnight of this date.

Expected interview date: To be confirmed

Expected start date: To be confirmed

Are you seeking to further your career in higher education market research?

The University of Sussex is seeking an accomplished and experienced HE market research professional to lead our market research team.

You will determine market research priorities to inform marketing and University-wide strategies, as well as developing and improving our market research processes. This varied and interesting role provides the opportunity to work collaboratively with Marketing experts, as well as supporting academics and Professional Services colleagues across the University.

You'll lead on high-profile strategic research such as creative user testing on brand projects, the Acceptor/Decliner survey, market and competitor reviews, event evaluation and research to support the development of new courses, making recommendations to senior management and providing expert advice to formal committees.

You will lead a small market research team, and reporting to the Associate Director of Strategic Marketing, will be a pivotal part of the wider University Marketing team, at an exciting time for marketing in the Higher Education sector.

Excellent analytical skills, initiative and the ability to communicate effectively, both orally and in writing, are essential, as is the ability to interpret data and excellent IT skills. A relevant degree or equivalent work experience is essential and a recognised qualification in marketing or market research would be desirable.

The post holder will be responsible to the Associate Director of Strategic Marketing for the delivery of agreed market research projects.

Key working relationships include:

Associate Director of Strategic Marketing, Market Research Manager and Market Research Officer, Marketing Managers, Head of UK Recruitment, Head of International Recruitment,



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Heads and Deans of Schools and other school staff, Head of Admissions and Head of Planning.

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 Sussex.

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.

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 also responsible for meeting Undergraduate and Postgraduate yearly recruitment targets for a both a domestic and International audience.

The Marketing Team

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

3. Job Description

Job Description for the post of: Senior Market Research Manager

Department: Marketing

Section/Unit/School:	Division of Communication, Marketing and Advancement
Location: 50%	University of Sussex Campus 50%, Home
Grade:	8
Responsible to:	Associate Director of Strategic Marketing

Key Responsibilities:

To oversee and develop processes and systems for delivering market research to inform new course development and market positioning. To inform wider marketing and student recruitment strategies. To oversee the provision of timely, relevant and accurate market research for the University, and provide recommendations based on market intelligence. The post holder will line-manage other market research staff.

Main duties

- 1. Be the institutional first point of contact for all market research requests, efficiently filtering and prioritising work according to strategic importance, deadline, level of skill required, and resource limitations**
- 2. Plan and develop market research projects relevant to meeting our recruitment targets**
- 3. Inform the process of new course development**
- 4. Be an expert in the field and maintain up to date sector knowledge**
- 5. Work effectively with the marketing and planning teams**

- 1. Be the institutional first point of contact for all market research requests, efficiently filtering and prioritising work according to strategic importance, deadline, level of skill required, and resource limitations**

The post-holder will:

- Line-manage the Market Research Manager and Market Research Officer.
- Develop detailed annual budget forecasts for the purposes of buying data, providing evaluation and ROI reports for the Associate Director of Strategic Marketing.
- Oversee the tender process where outside agencies are commissioned for the purposes of conducting market research for the University, and oversee delivery.
- Be responsible for ensuring that technical requirements relating to market research and analysis are met: work with ITS/BIS colleagues to ensure IT systems and software are fit for purpose.



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- Work closely with colleagues from Governance and Secretariat, Admissions, Student Systems, Communications, Marketing and Advancement, and ITS to inform work to develop improved access to market data across the institution and ensure systems are fit for purpose
- Recruit and supervise the work of student helpers/temporary staff as necessary

2. Plan and develop market research projects relevant to meeting our recruitment targets

The post-holder will:

- Develop an annual plan for delivery of reports at key points in the calendar.
- Develop systems and processes for providing up to date market research.
- Identify relevant sources of market intelligence for the University and proactively develop processes for information sharing.
- Make relevant market intelligence available to appropriate colleagues within the division.
- Create a bank of relevant market research documents and tools and ensure these are accessible to appropriate groups within the University.
- Oversee ongoing market trend analysis and work with Marketing colleagues to refine and improve reporting.
- Develop recommendations and manage a process for consistent competitor benchmarking.

3. Inform the process of new course development

The post-holder will:

- Proactively work with colleagues in other divisions to help refine the new course development process so that market intelligence underpins portfolio development
- Produce and oversee reports relating to the marketing potential of new course proposals.
- Present findings and give opinion on course development at Portfolio Approval Committee
- Work across departments to support the University-wide Annual Portfolio Review.

4. Be an expert in the field and maintain up to date sector knowledge

The post-holder will:

- Keep abreast of relevant changes in the HE sector which may impact on marketing
- Develop and maintain professional networks within the sector



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- Attend appropriate events in order to keep abreast of sector developments and expand networks.
- Develop opportunities for benchmarking, analysis of recruitment patterns, and education trends.
- Represent the University at external events and present papers as appropriate.
- Maintain good relationships with external organisations and collaborate on projects as required.

5. Work effectively with the marketing and planning teams

- Make recommendations and where necessary develop a business case for the most appropriate forms of market research to meet institutional objectives, and oversee delivery. This may include creative concept research or student persona research.
- Work with marketers to develop an improved understanding of the factors influencing students' decision-making, and help promote an understanding of these factors among colleagues across the University.
- Facilitate and enable access to information across the team and the wider institution, as appropriate
- 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 and the wider institution, as appropriate
- Encourage and support best practice via support to staff, training, presentations, workshops and personal advice
- Work closely with relevant colleagues and academic colleagues to provide specialist advice regarding market research requirements of individual Schools and to implement their requirements.
- Ensure that the database of research results and any contributions are used in compliance with data protection legislation and good practice.

4. Person Specification

SKILLS / ABILITIES

	Essential	Desirable
Line management skills	Yes	



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Budget management and the ability to create a business case for the expenditure	Yes	
Ability to assess the organisation's market information requirements, and create an operational plan to deliver	Yes	
A thorough and specialist understanding of quantitative and qualitative research methodology	Yes	
The ability to deal with a range of large and complex datasets, with a flexible approach to problem-solving. Ability to refine information needs into actionable research, and identify key variables	Yes	
Ability to work methodically and maintain highest standards of accuracy, consistency and thoroughness	Yes	
An ability to communicate complex data analysis methodology and findings to senior management and academic colleagues in the University Schools	Yes	
Well-developed administrative and organisational skills with real attention to detail and an ability to manage several concurrent projects and meet tight deadlines.	Yes	
A creative and innovative approach to strategic thinking and problem solving, the post holder will also require the ability to persuade others of the merits of a marketing-based approach to student recruitment	Yes	
An ability to present with confidence to a range of audiences. The post holder will need to have the ability to prepare, create and deliver engaging multi-media presentations and the confidence to present findings at briefing sessions, training and workshops to improve capabilities across the University	Yes	
High standards of written and oral communication including presentation and written skills to develop and promote business cases and project plans	Yes	

KNOWLEDGE

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

EXPERIENCE

	Essential	Desirable
Experience of working in a sales or marketing orientated setting	Yes	
A knowledge of Project Management techniques and experience of planning managing and delivering marketing related projects on time	Yes	
Experience of conducting research projects using both quantitative and qualitative research methodology approaches	Yes	
Experience of working in the higher education sector		Yes



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QUALIFICATIONS

	Essential	Desirable
Relevant degree or equivalent work experience or qualification	Yes	
Additional qualifications in market or social research are desirable.		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, and communicate with specialists and non-specialists	Yes	
Ability to prioritise workload appropriately	Yes	