



## 1 Advertisement

**Post Title: Market Research Manager**

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

**Hours:** Full time or part time hours considered up to a maximum of 1 FTE.

Requests for [flexible working](#) options will be considered (subject to business need).

Minimum of 0.7 FTE. Hybrid working 50:50 working from office and home.

**Contract:** Fixed term 14 months maternity cover

**Reference:** 9655

**Salary:** starting at £35,333 and rising to £42,155 per annum, pro rata if part time

**Placed on:** 13 September 2022

**Closing date:** 27 September 2022. Applications must be received by midnight of the closing date.

**Expected Interview date:** To be confirmed

**Expected start date:** 1 December 2022.

***This vacancy is only open to those currently employed by the University***

- Are you seeking to further your career in higher education market research?
- The University of Sussex is seeking an experienced market research professional to be part of our market research team.
- You will be part of a small market research team, reporting to the Senior Market Research Manager and responsible for the line management of the Market Research Officer.
- This varied and interesting role provides the opportunity to lead on projects and to work collaboratively with Marketing experts, as well as supporting academics and Professional Services colleagues across the University.
- You'll work with the Senior Market Research Manager to provide market insights through desk research and analysis, surveys and focus groups and you'll have opportunities to work on high-profile strategic research.
- You will be responsible to the Senior Market Research Manager for the delivery of agreed market research projects such as the Acceptor/Decliner

survey, market and competitor reviews, event evaluation and research to support the development of new courses.

- 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.
- Key working relationships include Associate Director of Strategic Marketing, Senior Market Research Manager and Market Research Officer, Marketing Managers, Head of UK Recruitment, Head of International Recruitment, 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.

Please contact Holly Hanstock ([h.hanstock@sussex.ac.uk](mailto:h.hanstock@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.*

## **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 Manager**

**Department: Marketing**

**Section/Unit/School: Division of Communication, Marketing and Advancement**

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

**Grade: 7**

**Responsible to: Senior Market Research Manager**

**Responsible for: Market Research Officer**

#### **Key Responsibilities:**

To provide market research output to underpin the work of the division and to facilitate a targeted and market-led approach to marketing and the wider strategy of the institution, covering a wide range of methodologies and information-needs. The post-holder will be required to take responsibility for the delivery of blocks of work, whether discrete small projects, or parts of larger projects, under the direction of the

## Senior Market Research Manager.

The person appointed will be expected to work collaboratively across the University to assist in portfolio review, aligning new and existing products/services to the competitive market. In addition, they will work to inform wider marketing and student recruitment strategies. They will be involved in the provision of timely, relevant, and accurate market research for the University, and assist with recommendations based on market intelligence.

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. Planning and organising resources – Develop, plan, implement and evaluate market research activities in line with institutional strategy.
2. Analysis and research – interpret trends in data and identify sources of helpful information to support the planning, development, and implementation of the University's strategy.
3. Liaison and networking – to assist in the development and implementation of a successful recruitment strategy for the University
4. Project management – identify client market research requirements and translate these into proposals for market research and/ or a brief for external agencies.
5. Staff management and development – occasional management of casual staff and day to day project supervision of the Market Research Officer

### **1. Planning and organising resources – develop, plan, implement and evaluate market research activities in line with institutional strategy**

The post-holder will:

- Source, format and analyse internal and external data from internal systems and files provided by external bodies such as the Higher Education Statistics Agency (HESA) to meet the information requirements of colleagues in university Schools and Professional Services.
- Contribute proactively to the identification and production of appropriate new data and research to meet the information requirements of the University. This includes the identification of new markets, both in the UK and overseas, and trend analysis in existing markets.
- To undertake specific market research activity as required. Examples include desk research to provide market intelligence to inform marketing activity,

competitor analysis and benchmarking performance against competitors by using published statistics and performance indicators, customer analysis and customer profiling to improve understanding of potential applicants and student decision making processes, and to test reaction of potential students, their advisors, and influencers to communication tools.

**2. Analysis and research – interpret trends in data and identify sources of helpful information to support the planning, development, and implementation of the University’s strategy.**

The post-holder will:

- Identify relevant findings from primary and secondary data sets and prepare reports for Senior Management in Professional Services and Heads of Schools.
- Be a first port of call for Marketing and the Division with respect to the use and analysis of internal databases, extracting and formatting data to serve the market research needs of the wider Division and the University. Quality checking information and identifying errors with data provided to colleagues in Professional Services and the wider University.
- Working with the support of the Senior Market Research Manager, taking responsibility for management and delivery of smaller-scale projects, e.g., research to underpin new course proposals on behalf of School Marketing Managers, development of School competitive positioning plans, delivery of focus groups etc.
- Maintain a thorough understanding of the University’s market and its position within utilising both quantitative and qualitative methodologies.
- Applying specialist expertise in the use of Excel, and ideally, in Snap survey software and the Cognos 11 reporting tool, to provide expert advice to the Division, Professional Services staff and University School contacts where appropriate.

**3. Liaison and networking – to assist in the development and implementation of a successful recruitment strategy for the university.**

The post-holder will:

- Represent the Marketing team at meetings with Senior Managers in Professional Services and University Schools to establish their information requirements. They will be responsible for providing this information or working with colleagues to ensure that the information requirements are met.
- Work closely with Marketing, Student Recruitment, International, the Academic Development and Quality Enhancement office and other Professional Services colleagues and academic colleagues to provide specialist advice regarding market research requirements of individual Schools and to implement their requirements.

- To build positive relationships across the organisation and to circulate and effectively communicate report findings to relevant parties. Maintain good relationships with external organisations and collaborate on projects as required.
- Encourage and support best practice via support to staff, training, presentations, workshops, and personal advice.

**4. Project management – identify client market research requirements and translate these into proposals for market research and/ or a brief for external agencies.**

The post-holder will:

- Identify milestones for delivery and ensure that work is completed in a timely and professional manner
- Present complex, technical information in an accessible format to diverse audiences, including written format, face-to-face and formal presentations.
- Use research findings to make a business case for service improving recommendations.

**5. Staff management and development - occasional management of casual staff and day to day project supervision of the Market Research Officer**

The post-holder will:

- Be responsible for the line management of the Market Research Officer and occasional staff where appropriate.

**4. Person Specification**

**SKILLS / ABILITIES**

	Essential	Desirable
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. Evidence of ability to manage multiple projects.	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	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
A working knowledge of Snap Survey software and Cognos 11		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 providing and/or using market intelligence to support strategic decision making in an organisation	Yes	
Experience of working in the higher education sector		Yes

#### 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	