Luminate
EDUCATION GROUP

Job Description

Group Member:	Luminate Education Group	
Job Title:	Market Insight Researcher	
Reports to:	Senior Market Insight Researcher	
Job Grade	LEG B	Department	Student Recruitment & Marketing

CORE RESPONSIBILITIES:

1. To analyse internal data and information and present it in the required format.

2. To utilise external data and information source providers to obtain the required data and information and undertake further analysis as required. e.g. Vector, ESFA, Local Government etc.

3. To liaise with internal stakeholders to identify insight requirements.

4. Analyse web/digital traffic to the college website via Google Analytics and other digital platforms, conducting in depth analysis of the group's digital and web presence (including social media, paid advertising and core group websites).

5. To work closely with the Student Recruitment & Marketing team to produce reports as per stakeholder demand.

6. To assist the Senior Market Insight Analyst in developing a reporting structure and market research programs, utilising a range of data sources including competitor data and Labour Market Information.

7. To contribute to the implementation of college wide processes and systems relating to customer contact, admissions and enrolment.

8. To update college systems with the identified information and data as relevant.

9. Utilise internal stakeholder feedback to improve service, systems and processes.

10. Present the results of research projects to a range of stakeholders at all levels of the organisation.

11. Undertake qualitative research around our target markets to provide relevant consumer insight to the directorate. Take an active part in all college student recruitment related events such as open days and curriculum specific activities.

12. To analyse the customer journey from initial contact through to enrolment against KPI's.

13. Any other duties commensurate with the level of the post, which may be required from time to time.

14. Conducting environmental scanning to identify relevant sector trends.

15. Utilise tools such as Excel and Power BI to process, analyse, and visualise relevant datasets.

16. To implement and manage website tracking through Google Tag Manager to gather valuable insights and optimise online performance.

17. To drive organic growth and enhance online visibility, utilising keyword research, on-page optimisation, and data-driven strategies to elevate our website's search engine rankings and user engagement.

18. Any other duties that are specific to the department.

19. Assistance in the preparation, support and participation of examinations and invigilation across the Group.

20. Ability to participate in evening/weekend work as required.

GENERAL LUMINATE EDUCATION GROUP RESPONSIBILITIES FOR ALL STAFF:

- Maintain and update knowledge of the subject/professional area and co-operate in any staff development activities required to effectively carry out the duties of the post.

- Comply with safeguarding procedures, including the promotion of the welfare of children and vulnerable adults.

- Comply with all relevant policies and procedures.

- Act with honesty and integrity to maintain high standards of ethics and professional standards.

- Use and promote restorative practice approaches.

- Comply with all legislative and regulatory requirements.

- Promote a positive image of the Luminate Education Group and member organisations.

- Any other duties commensurate with the level of the post, which may be required from time to time.

- Embody the Group's Values:

Kindness
Creating communities where people can be authentic and true to themselves with support, trust and guidance from those around them

Ownership
Using our robust business planning model to allow areas to have clear ownership over their vision and performance

Enjoyment
Fostering environments that enable staff and students to be brave, interact and have fun

Collaborative
Proactively seeking opportunities to create synergies and positive outcomes for all

Passion
Encouraging all to have aspiration and passion in everything they do.

Creative
Always hungry to learn and looking ahead so we can be responsive

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The specific qualifications, experience, skills and values that are required for the role are outlined below. You should demonstrate your ability to meet these requirements by providing clear and concise examples on the application form. Each criteria is marked with whether it an essential or desirable requirement and at which point in the recruitment process it will be assessed.

Methods of Assessment:

A = Application Form, I = Interview, T = Test or Assessment, P = Presentation, C= Certificate, MT = Micro Teach

Qualifications and Attainments		
Essential (E) Desirable (D)	**Criteria**	**Method of assessment**
E	Q1. Literacy and numeracy qualification at level 2 or above or equivalent.	A / C
D	Q2. A degree in a relevant subject area Business Analysis, Mathematics, Science, Computing or Engineering or equivalent experience	A / C
D	Q3. IT qualification at level 3 or above.	A / C
D	Q4. Market research qualification (eg MRS).	A / C

Experience and Knowledge		
Essential (E) Desirable (D)	**Criteria**	**Method of assessment**
E	EK1. Knowledge of a wide range of data analysis techniques.	A / I
D	EK2. Knowledge of the FE sector.	A/I
D	EK3. Knowledge of a range of IT systems, ideally including student records.	A / I /T

D	EK4. Working with a range of internal and external customers at all levels to understand and meet their requirements.	A / I
D	EK5. A thorough knowledge of google analytics with proven experience of using it to drive up conversions through analysis of digital marketing.	A/I/T
D	EK6. Knowledge of statistical techniques such as significance testing, regression, time series analysis and clustering.	A
D	EK7. Experience of using Microsoft Office/Google Suite programs for word processing, presentations, spreadsheets etc.	A
D	EK8. Experience using data/statistical analysis software to conduct statistical analyses.	A
D	EK9. A knowledge of a variety of research methods which can be applied to create cohesive research narratives from a wide range of sources.	A

Skills and Competencies		
Essential (E) Desirable (D)	**Criteria**	**Method of assessment**
E	SC1. High level of written and verbal communication skills.	A/I/T
E	SC2. Able to make data and insight accessible to internal and external customers at appropriate levels.	A / I
E	SC3. High level of IT skills.	A/I/T
E	SC4. High levels of accuracy and attention to detail.	A/I/T
E	SC5. Able to work at pace.	I/T
E	SC6. Range of reporting skills.	A/I
D	SC7. Data manipulation using appropriate IT packages including Microsoft Excel, Power BI (or another BI product), and the Google suite.	A/I/t
D	SC8. Extensive research skills.	A/I

Behavioural, Values and Ethos		
Essential (E) Desirable (D)	**Criteria**	**Method of assessment**
E	B1. Support and promotion of equality, diversity and inclusion	A/I
E	B2. Promotion of a safe environment for children, young people and vulnerable adults to learn in	I
E	B3. Commitment to the PREVENT agenda	I
E	B4. Commitment to professional standards	I
E	B5. Commitment to restorative practice approaches	I