



## Job Description

<b>Organisation:</b>	Luminate Education Group
<b>Primary Organisation Supported</b> <i>(only use this field for LEG service member of staff)</i>	Student Recruitment & Marketing
<b>Core Job Role:</b>	n/a
<b>Job Title:</b>	Senior Market Insight Analyst
<b>Reports to:</b>	Market Insight Manager
<b>Grade</b>	C (LC6)
<b>Date of compilation:</b>	4/12/2023

### SPECIFIC ROLE RESPONSIBILITIES:

1. Attend and assist at marketing events throughout the year which occasionally fall on evenings and weekends
2. Assist the Market Insight Manager with the formation and strategic delivery of the insight strategy.
3. Manage and mentor the insight team ensuring they meet deadlines and deliver projects on brief to our clients, undertaking performance management where required.
4. Set up quality data systems and ensure that managers within each area have access to this information and use it effectively to improve strategies, systems and processes.
5. Collate and interpret the research developed by the Insight team, collaborating creatively with other leads and senior management to contextualise the research with well thought out recommendations.
6. Ensure continued to reporting of KPIs to a range of stakeholders including ELT and governors.
7. Work closely with the wider Digital and Insight team to develop the digital strategy based on the insights produced by the insight team.
8. Work with the Market Insight Manager to effectively communicate research to senior stakeholders within the directorate.
9. Lead on the innovation and training plans for the market insight team, ensuring we utilise the latest technologies in a productive manner to deliver actionable insight.

10. Approve work produced by the insight team ensuring it fits the brief and provides clear and actionable information to be used by a variety of stakeholders.
11. Be a senior knowledge base on research methodologies, digital marketing tools and analysis tools such as Power BI and Excel.
12. Undertake a range of research and analysis and contextualise this within the wider education landscape.
13. Have a deep understanding of the markets in which we operate, our consumers and buyer decision making processes.
14. Manage our data visualisation tools and ensure the timely delivery of admissions reports and KPI's to the directorate.
15. Establishing and overseeing processes for monitoring and reporting of performance in all aspects of Marketing and Communications including outcomes of marketing campaigns, web development and admissions processes
16. Implement accountability measures and objectives for all campaigns.
17. Be a key influencer on the creative, strategic and operational of all marketing campaigns across the group, utilising intelligence and evidence to ensure we maximise return on investment.
18. Undertake ad hoc analysis for senior stakeholders and feed information and evidence into key strategies across the group.
19. Make recommendations on campaign budgets, channels and positioning based on actionable insight.
20. Be an advocate for evidence based decision making across the organisation, challenging norms, seeking to make improvements to systems, processes and recruitment strategies.

#### **CORE RESPONSIBILITIES:**

1. The coordination, monitoring and reporting of performance in relation to the full customer journey, including (but not limited to) marketing campaigns and the admissions process.
2. Prepare, analyse and utilise a range of information and data to produce reports and inform strategies for improvement.
3. Undertake research, gather and present information and performance data to maintain the highest standards of planning, delivery and reporting.
4. Analyse and utilise a range of information and performance data, to inform strategies for improvement across the marketing and communications department
5. Contribute to the business and team planning and performance review processes for the marketing and communications department.

6. Collect and present information and data to senior stakeholders within Luminate Education Group and its member organisations.
7. Develop relationships with external stakeholders which add value ensure that initiatives are responsive to current national policy changes, exemplifying best practice in the marketing and communications sector.
8. Develop and line manage, and act as a coach and mentor to other colleagues as required.
9. Produce reports, in the college writing style, as required.
10. Promote the achievement of external standards, quality awards and staff nominations for excellence.
11. Drive marketing and communications team improvements to ensure excellent student experience.

#### **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 our Organisational Culture:

##### **Few rules & clear boundaries**

*The ability to be creative, within areas of focus.*

##### **Ownership & performance**

*Using our robust business planning model to allow areas to have clear ownership over their vision and remit.*

##### **Energy & enjoyment**

*Fostering an environment that enables our people and learners to be brave, interact and have fun.*

##### **Creative & reflective**

*Always hungry to learn and looking ahead to see what is on the horizon.*

##### **Passion & ambition**

*Encouraging all to think aspirationally, inspiring others to do the same.*

##### **Collaborative & responsive**

*Proactively seeking opportunities to create synergies and positive outcomes for all.*

## Person Specification

# Luminate

EDUCATION GROUP

<b>Job Title:</b>	Senior Market Insight Analyst
<b>Department</b>	Student Recruitment & Marketing

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. Educated to degree level or equivalent experience	A
D	Q2. A relevant professional qualification in a related field	A
Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1. A track record of developing reports to drive improvements in performance in a business.	A / I
E	EK2. Systems, process and key performance indicators in an FE context.	A / I
E	EK3. Experience undertaking qualitative analysis including focus groups and interviews.	A / I
E	EK4. Knowledge of web analytics using google analytics and google tag manager.	A / I

D	EK5. Experience of managing a team and their workload.	A / I
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Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	SC1. Interpersonal and Communication skills Relates effectively to others, both one to one and in teams, effective in giving and receiving messages both face to face and in writing	A / I
E	SC2. Influencing skills. Takes effective action to affect the behaviour and decisions of other people	A / I
E	SC3. Critical thinking. Ability to make sense of complex issues, identify and solve problems, thinks on one's feet	A / I
E	SC4. Achievement and Action Focuses on making progress, achieving results. Keen to get going and keep going	A / I
E	SC5. Initiative and innovation Creates and appreciates new ideas and perspectives, sees possibilities and challenges established practices in constructive ways	A / I
E	SC6. Strategic perspective. Ability to think broadly, analyse the big picture and value diverse perspectives	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