



Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the postholder.

Job title: Market Research and Intelligence Officer

Department/Division: Recruitment & Admissions – Academic Registrar’s Division (ARD)
Accountable to: Deputy Head – Market Research and Intelligence

Overview

LSE is one of the world’s leading institutions for the study of the social sciences. With 18 Nobel Prize winners, 37 past or present heads of state and ranking among the top 50 universities in the world (QS 2024), LSE is a truly international university at the forefront of global policy debate.

The LSE2030 strategy commits LSE to Educate for Global Impact. This means developing lifelong, research-rich learning opportunities for students from all backgrounds. By creating a sense of belonging, LSE is equipping its students with the skills, knowledge and confidence to be critical investigators, confident entrepreneurs and culturally aware agents of change.

The Academic Registrar’s Division’s (ARD) plays a vital role in supporting the School strategy. ARD’s purpose is to provide high quality support, guidance and administrative services to prospective students, applicants, current students, staff and other stakeholders. Through the campaigns and activities delivered by the Recruitment and Admissions team we aim to inspire, support and attract a diverse range of students, providing them with an outstanding applicant experience that is fair, transparent and efficient.

The Recruitment and Admissions team takes lead responsibility for achieving the School’s student recruitment targets. It comprises 5 teams:

- Admissions
- Financial Support Office
- Student Marketing
- Student Recruitment & Study Abroad
- Widening Participation

These teams work together to attract the number and quality of students the School needs, and to ensure that applicants are provided with an excellent experience on their journey to LSE. This work makes a vital contribution to the School’s ambition being the world’s leading social science institution with the greatest global impact.

Background

The Market Research and Intelligence Officer is a refreshed role, updated as part of a new student recruitment strategy. This strategy sets out the School’s commitment to attracting a wide range of applicants from a broad range of markets and backgrounds.

Over the next 12-24 months the School will be enhancing its marketing and recruitment capabilities, including the creation of a new Market Research and Intelligence function (MRI), within Student



Marketing. The priority for this role will be on delivering enhanced services and increasing awareness of the new function. The postholder will be responsible for the delivery of excellent market research and intelligence on behalf of the School, as well as its impact on policy and decision making.

Primary responsibilities

1. Support the Deputy Head – Market Research and Intelligence on the development and implementation of an annual Market Research and Intelligence Plan that delivers year-round, high-quality intelligence, informing and influencing decision making across the School.
2. Build and communicate a ‘menu’ of market research and intelligence services for LSE’s academic departments, building trust in the value of market intelligence.
3. Work closely with the Deputy Head – Market Research and Intelligence to support the development of an intelligence-led approach to the School’s student recruitment and marketing activities through the creation of user-friendly ROI evaluation frameworks and tools.
4. Play a proactive role in supporting academic departments during the programme development and validation processes, creating reports and tools that add insight and value.
5. Provide analysis and insight to the Deputy Head – Market Research and Intelligence and senior stakeholders in response to external or internal developments of significance, informing and guiding the School’s response.
6. Fully leverage the School’s Salesforce CRM platform, maximising its capabilities for market intelligence, evaluation and reporting.
7. As part of the annual plan, undertake detailed competitor analysis and benchmarking to inform the student recruitment strategy and the School’s planning processes, including fee setting.
8. Keep abreast of sector trends, information sources, innovative research methodologies and strategic opportunities and communicate these to stakeholders.
9. Employ a target-focused, results-oriented approach, making strategic decisions in regard to prioritisation of time and resources.
10. Proactively support teams across Recruitment and Admissions to develop a sophisticated approach to the customer segmentation and targeting based on a deep understanding of data, audiences and the external environment.
11. Build effective relationships with key stakeholders across the School to align activities. This includes academic departments and key stakeholders in professional services including Communications, LSE Careers, Planning Division, Finance, Philanthropy and Global Engagement, LSE Life, and the PhD Academy.
12. Ensure that budgets are utilised effectively and transparently.

Duties and Responsibilities

Service delivery

- Work with external research providers, capitalising on new opportunities and optimising ROI.
- Create shared high-quality datasets for use across the School.
- Produce regular market intelligence bulletins and updates for stakeholders across the School.
- Analyse datasets from external agencies such as the Higher Education Statistics Agency (HESA) and UCAS and effectively communicate implications for the School.
- Undertake regular customer research, increasing awareness of customer behaviour and market segments.
- Undertake an annual evaluation of LSE’s student recruitment performance against internal objectives and performance against the sector.
- Prepare data and information to support overseas visits by senior stakeholders, providing an information pack in good time ahead of the visit.



- Support the development of new Scholarships by Philanthropy and Global Engagement by providing data and information relevant to recruitment and admissions.
- Provide training on reporting tools and techniques for staff across Recruitment and Admissions, ARD, and build wider engagement with reporting tools across the School.
- Collaborate with Planning and TQARO to contribute effectively to the ongoing development and enhancement of curriculum management, monitoring and review processes.

Initiative and Problem Solving

- Bring together data from multiple sources of quantitative and qualitative evidence to draw strategic conclusions and make recommendations that shape direction and drive change.
- Proactively engage with initiatives across Recruitment and Admissions and ARD, providing ideas that add value to the wider team.
- Deputise for the Deputy Head – Market Research and Intelligence on committees when required.

Communication

- Ensure that insight, research and intelligence reaches a broad range of internal audiences, and that it is communicated in way that is innovative, engaging and informative.
- Ensure that data is presented using School standards and best practice.

Liaison and networking

- Work with external bodies, such as HESA, UCAS, the British Council, UUK, BUILA, other external partners and alumni to support the objectives of the School and the Division.
- Work with the Financial Support Office to inform the development of the School's scholarships and financial support strategy.

Planning and organising resources

- Proactively contribute to the School cyclical and strategic planning process through engagement with academic departments and colleagues in Planning.
- Any other duties that support the objectives of the division and the School as requested by the Deputy Head – Market Research and Intelligence or the Head of Student Marketing.

Flexibility

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the exigencies of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate. The postholder will be required to work out of hours and during weekends on occasion. The role may also involve overseas travel when required.

Equity, Diversity and Inclusion (EDI)

LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil partnership, pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.



Ethics Code

Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's [Ethics Code](#) and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's [Effective Behaviours Framework](#) is designed to support this Code.

Environmental Sustainability

The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy. This includes implementing practices that will minimise the carbon footprint of the School's student recruitment activities.