



Person Specification

This form lists the essential and desirable requirements needed in order to do the job. Applicants will be short-listed solely on the extent to which they meet these requirements.

Job Title: Market Research and Intelligence Officer

Department/Division: - Recruitment & Admissions – Academic Registrar’s Division (ARD)

Accountable to: Market Research and Intelligence Manager

Competency	Evidence	E/D	A/I/S
Knowledge and Experience	1. Experience of delivering market intelligence reports	E	A/I
	2. Experience of developing and delivering persuasive and data-driven business cases	E	A/I
	3. Experience of delivering excellent customer service	E	I
	4. Educated to degree level or equivalent	E	A
	5. Experience of working with CRM systems to provide insight	D	A/I
	6. Experience of building dashboards and making effective use of data visualisation tools	D	A/I
	7. Experience of working to and delivering on objectives	E	A/I
	8. Experience of managing budgets effectively and demonstrating the impact of spend	D	A/I
	9. Knowledge of Salesforce for reporting and intelligence purposes	D	A/I
	10. Knowledge of the operating environment for Home and/or International student recruitment	D	A/I
Capabilities and Skills	1. Excellent attention to detail and accuracy	E	A/I/S
	2. Ability to communicate in a tactful manner with people at all levels and from a wide variety of backgrounds	E	I/S
	3. Ability to understand and convey complex information in a clear and effective manner to people at all levels	E	I/S
	4. Ability to bring together data from multiple sources of quantitative and qualitative evidence to draw strategic conclusions, make recommendations and that inform decision making	E	I/S



	5. Ability to work with large complex data sets, with excellent Excel skills	E	S
	6. Ability to use initiative and judgement whilst solving problems collaboratively	E	I/S
	7. Ability to provide balanced, timely guidance to stakeholders, including when information is incomplete or ambiguous	E	I/S
	8. Willingness to innovate and learn from external good practice	E	I
	9. Ability to write concise reports and papers for a wide range of audiences, including committees and senior decision-makers	E	I/S
	10. Ability to self-reflect on personal and team performance and to learn from mistakes	D	I
	11. Ability to effectively manage change in a team environment	D	I
Other	1. Willingness to work flexibly, including occasional evening and weekend work when required.	E	I

E – Essential: Requirements without which the job could not be done.

D – Desirable: Requirements that would enable the candidate to perform the job well.

A – Assessed at application stage

I – Assessed at interview

S – Assessed through skills test