

Description and Person Specification
Professional Services Staff

Job title: Market Research Analyst

Department: Marketing, Communications and Engagement

Pay Grade: 2

Line Manager: Director of Marketing, Communications and Engagement

Role Purpose:

You will play a key role in delivering actionable insights to support the development of new academic courses and programmes for both B2C (undergraduate and postgraduate students) and B2B (employers and corporate partners) audiences.

This role is integral to shaping the university's strategic marketing direction, ensuring decisions are underpinned by robust market, competitor, and audience intelligence.

Duties and Responsibilities:

- Conduct in-depth market and competitor research to inform the development and positioning of new courses and educational offers.
- Deliver audience insight for both B2C and B2B markets, using a mix of qualitative and quantitative methods (e.g. surveys, focus groups, interviews, desk research).
- Identify and assess trends and opportunities in the creative, business, and technology sectors to support academic planning and product development.
- Work closely with academic and professional service teams to ensure insight is aligned with institutional goals and audience needs.
- Support the strategic direction of marketing activity by providing segmentation analysis, persona development, and behavioural insight.
- Collaborate with internal stakeholders across marketing, business development, and academic departments to embed a research-led approach to decision-making.
- Present research findings in clear, compelling formats tailored to different stakeholders – from senior leaders to operational teams.
- Manage relationships with any external research providers or consultants where needed.

Other

- Demonstrate understanding of Ravensbourne's values, culture and educational ethos and promote these through everyday practice in the role.
- Work within Ravensbourne's Code of Conduct and other Rules.
- Comply with all legislative, regulatory and policy requirements (e.g. Finance, People & Culture) as appropriate
- Carry out the policies, procedures and practices of Health & Safety in all aspects of the role
- Demonstrate value and importance of equality and diversity in every aspect of Ravensbourne's work, and show commitment through everyday practice in the role
- Work in accordance with, and promote Ravensbourne's environmental sustainability policy and practices
- Work continuously to improve individual knowledge, skills and behaviours for the current role and for the longer-term, gaining appropriate professional qualifications/accreditation and maintaining membership of appropriate professional bodies as appropriate
- Make full use of all information and communication technologies to meet the requirements of the role and to promote organisational effectiveness
- Perform such other duties consistent with the role as may from time to time be assigned, collaborating fully with others to get the work done and Ravensbourne's objectives achieved.

Key working relationships:

- Director of Marketing, Communications and Engagement
- Executive Deans
- Pro Vice Chancellor
- Head of Student Recruitment Marketing
- Head of Communications and Content
- Heads of Academic Departments
- Business Intelligence Team
- Quality Team
- Registry

Resources Managed

Budgets: n/a

Staff: n/a

Other: n/a

<u>Knowledge and Experience</u>	Essential	Desirable
Education Educated to degree or equivalent qualification at Higher Education level in a related discipline commensurate with the nature of the role.	X	
Market Research experience Proven experience in a market research, insight, or analyst role – ideally within education, training, or a related knowledge sector. Strong understanding of both consumer (B2C) and business (B2B) research methodologies. Demonstrable ability to turn data into actionable insight and strategic recommendations. Proficiency with research tools and platforms (e.g. HESA, Lightcast, SITS and other desk research tools, Excel, Power BI, or equivalent). Excellent communication and stakeholder engagement skills. Strong project management and organisational skills, with the ability to work independently and meet deadlines.	X X X X X X	
Sector experience Experience in higher education, lifelong learning, or workforce development contexts. Knowledge of market trends in creative, business, or technology education. Familiarity with course development processes or innovation in academic programmes.	X	X X

<u>Core Personal skills abilities and behaviours</u>	Essential	Desirable

Teamwork and communication Excellent communication and reporting skills with the ability to work within a team and independently to deliver outcomes towards a united strategy.	X	
Customer focus and service Excellent customer service skills and ability to provide a service to a range of different stakeholders.	X	
Organisation and time management skills Strong organisation and time management skills with demonstrated ability to manage multiple deadlines and prioritise	X	
Use of IT and software Makes optimal use of IT systems and software and is able to use those required for the role – CRM, databases,	X	
Evaluation and Monitoring Able to interpret and analyse datasets and use data to inform future work and plans. Confident at evaluative practice and able to monitor the impact and effectiveness of work.	X	
Equality, Diversity & Inclusion Knowledge, understanding and commitment to diversity, equity and inclusion, removing all forms of inequality and to foster inclusive practice and enhance inclusivity at RUL.	X	
Organisational Values Connection – experience of building connections internally and externally to create a collaborative environment Dynamism – An ability to positively adapt to a variety of challenges Professionalism – Maintains professionalism in challenging situations	X	

Our Values

Connection: We value what happens together and we collaborate to achieve our collective goals.

Dynamism: We embrace every opportunity to adapt and optimise.

Inclusion: We celebrate our diversity, and we embrace difference as a source of strength.

Professionalism: We aim for quality in everything we do and take pride in our work.

