

PERSON SPECIFICATION
Market Research and Insight Officer

Criteria	Essential/ Desirable	Application Form / Supporting Statement / Interview
1. Educated to degree level or have an equivalent professional qualification or can demonstrate relevant work experience.	Essential	Application Form / Supporting Statement
2. Proven experience of marketing analysis, planning and the implementation of marketing and market search strategies.	Essential	Supporting Statement / Interview
3. Experience of commissioning or undertaking market research on both a qualitative and quantitative level.	Essential	Supporting Statement / Interview
4. Experience of planning, running and reporting on focus groups.	Desirable	Supporting Statement / Interview
5. Experience of producing and disseminating complex reports.	Essential	Supporting Statement / Interview
6. Experience of defining, analysing and interpreting statistical information.	Essential	Supporting Statement / Interview
7. Experience of using different data sources to establish insight.	Essential	Supporting Statement / Interview
8. Excellent written and oral communication skills	Essential	Supporting Statement / Interview
9. Advanced IT skills, specifically the ability to work creatively with Excel	Essential	Supporting Statement / Interview
10. Proven project management skills	Essential	Supporting Statement / Interview
11. Ability to deal with confidential, sensitive and complex information.	Essential	Supporting Statement / Interview
12. Ability to work independently, organise your time and prioritise a range of jobs in order to meet deadlines.	Essential	Supporting Statement / Interview
13. The ability to present complex data in a way that highlights key insights.	Essential	Supporting Statement / Interview
14. Excellent interpersonal skills, able to effectively work with individuals and groups within and outside the organisation.	Essential	Supporting Statement / Interview
15. A proactive attitude with a willingness to innovate and bring forward new ideas.	Essential	Interview
16. A flexible and proactive approach to working practices as some duties may fall outside normal working hours and may involve weekend work.	Essential	Interview

17. Familiarity of using statistical software packages for analysis.	Desirable	Supporting Statement / Interview
18. Knowledge of marketing within the Higher Education sector.	Desirable	Supporting Statement / Interview

- Application Form – assessed against the application form and where appropriate, curriculum vitae. Applicants will not be asked to answer a specific supporting statement. Normally used to evaluate factual evidence e.g. award of a qualification. Will be “scored” as part of the shortlisting process.
- Supporting Statements - applicants are asked to provide a statement to demonstrate how they meet the criteria. The response will be “scored” as part of the shortlisting process.
- Interview – assessed during the interview process by either competency-based interview questions, tests, work-related exercise, presentation, or teaching session etc.