Job Description: Market Data Analyst



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| Faculty/School:  |  *Marketing, Recruitment and International*  |
| Job Title:  |  *MI06 – GR06 - Market Data Analyst*  |
| Department/Subject:  |  *Marketing Intelligence*  |
| Salary:  | *Grade 6*  |
| Hours of work:  | *Full time*  |
| Contract:  | This is a permanent position  |
| Location:  | This position will be based at the Singleton Campus  |

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| Marketing Intelligence  | The marketing intelligence service is dedicated to providing evidence-based insight to inform Swansea's marketing activity, ensuring it is impactful and cost-effective. We aim to empower decision-makers with actionable insights, facilitating informed strategic choices on Swansea University's academic product portfolio.  |
| Main Purpose of Post  | 1. Manipulate and analyse small and large data sets using suitable software (e.g. Microsoft Excel, and Power Bi).
2. Produce data analysis and visualisation in a way that is clear and easy to interpret to different audiences; prioritising this work based on the business need.
3. Maintain datasets used by Marketing Intelligence Team and update or improve when necessary.
4. Undertake desk-based competitor, market and industry research.
5. Present to colleagues involving explanations of data analysis to those who do not have a high level of familiarity or knowledge of the data.
6. Carry out information sourcing and liaise with agencies and data providers from both inside and outside the University in order to collate data to be used for analysis to inform marketing intelligence and insight.
7. Order specialist data sets required by the marketing intelligence team and understand the specifications of this data in order to make use of it for analysis.
8. Manage annually occurring projects e.g. data analysis to inform tuition fee setting.
9. Explain systems and procedures to colleagues e.g. procurement and straightforward software procedures.
10. Seek feedback on service provided to internal stakeholders and adapting approaches to work when necessary.
11. Work with colleagues in Planning and Strategic Projects Unit and Information Services and Systems to share best practice and discuss developments of data analysis tools for use by marketing intelligence.
12. 12. Administer financial transactions for the team using Agresso Business World. This will include raising purchase orders, making purchases with a purchase card, keeping a log of financial transactions and liaising with external suppliers.

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| General Duties  | 1. To fully engage with the University’s Performance Enabling and Welsh language policies
2. To promote equality and diversity in working practices and to maintain positive working relationships.
3. To lead on the continual improvement of health and safety performance through a good understanding of the risk profile and the development of a positive health and safety culture.
4. Any other duties as directed by the Faculty/Department/Service Area
5. To ensure that risk management is an integral part of your day-to-day activities to ensure working practices are compliant with the University's Risk Management Policy.

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| Professional Services Values  | All Professional Services areas at Swansea University operate to a defined set of Core Values - [Professional Services Values](http://www.swansea.ac.uk/the-university/world-class/values/professional-services-values/) and it is an expectation that everyone is able to demonstrate a commitment to these values from the point of application through to the day to day delivery of their roles. Commitment to our values at Swansea University supports us in promoting equality and valuing diversity to utilise all the talent that we have.  |

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|  | Our values are: We are Professional We take pride in applying our knowledge, skills, creativity, integrity and judgement to deliver innovative, effective, efficient services and solutions of excellent quality  We Work Together We take pride in working in a proactive, collaborative environment of equality, trust, respect, cooperation and challenge to deliver services that strive to exceed the needs and expectations of customers. We Care We take responsibility for listening, understanding and responding flexibly to our students, colleagues, external partners and the public so that every contact they have with us is a personalised and positive experience. Commitment to our values at Swansea University supports us in promoting equality and valuing diversity to utilise all the talent that we have.  |
| Person Specification   | Essential Criteria: Values: 1. Demonstrable evidence of taking pride in delivering professional services and solutions.
2. Ability to work together in an environment of equality, trust and respect to deliver services that strive to exceed the needs and expectations of customers.
3. Demonstrable evidence of providing a caring approach to all of your customers ensuring a personalised and positive experience.

Qualification: 1. Educated to A-Levels in computer science, statistics, mathematics or equivalent and/or equivalent experience.

Experience: 1. Considerable experience of data analysis and advanced analytical skills.
2. Extensive experience and advanced proficiency of using tools such as Microsoft Excel and Power Bi to manipulate data; specifically creating advanced formulas in order to carry out complex data manipulation and advanced knowledge of Excel’s power-pivot and power-query functionality.
3. Significant experience of using data visualisation software.
4. Experience of effective report writing.
5. Detailed knowledge of database systems and structures.
6. Considerable experience of presenting analytical information in a clear and concise format,

e.g. tables, graphs, that is understandable to a wide audience. 1. Experience of undertaking desk-based research.

 Knowledge and Skills: 1. Excellent organisational and planning skills.
2. Accuracy and attention to detail.
3. Able to work with minimum supervision and/or with others in a team to achieve results.
4. Able to identify work priorities on a daily basis and work to tight deadlines.
5. Strong numeracy and literacy skills.
6. Able to accurately analyse and interpret quantitative and qualitative data.
7. Logical approach to problem solving.
8. Self-driven investigative skills.
9. Knowledge of appropriate use of visualisation types for data.

Welsh Language: Level 1 – ‘a little’ (you do not need to be able to speak any Welsh to apply for this role) *e.g. pronounce Welsh words, place names, department names. Able to answer the phone in Welsh (good morning / afternoon). Able to use of learn very basic every-day words and phrases (thank you, please, excuse me). Level 1 can be reached by completing a one-hour training course.*  For more information about the Welsh Language Levels please refer to the Welsh Language Skills Assessment web page, which is available [here.](https://www.swansea.ac.uk/welsh-language-standards/compliance/recruitment/)  |

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|  | Desirable Criteria: 1. Familiarity with internal and external sources of Higher Education information.
2. Experience of producing digital dashboards.
3. Educated to degree level in computer science, statistics, mathematics, or business analytics or equivalent and/or equivalent experience.

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