Job Related Information

This document includes information about the role for which you are applying and the information you will need to provide with your application.

1. Role Details

<table>
<thead>
<tr>
<th>Vacancy reference</th>
<th>14067</th>
</tr>
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<tbody>
<tr>
<td>Job title:</td>
<td>Senior Data Analyst (MSQ)</td>
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<tr>
<td>Reports to:</td>
<td>Portfolio Manager (MSQ)</td>
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<tr>
<td>Salary:</td>
<td>£39,992 to £47,722 depending on knowledge and experience</td>
</tr>
<tr>
<td>Terms and conditions:</td>
<td>Academic-related</td>
</tr>
<tr>
<td>Grade</td>
<td>G8</td>
</tr>
<tr>
<td>Duration of post:</td>
<td>Fixed term contract for 18 months</td>
</tr>
<tr>
<td>Working hours:</td>
<td>Full Time</td>
</tr>
<tr>
<td>Location:</td>
<td>The Open University, Walton Hall, Milton Keynes, MK7 6AA</td>
</tr>
<tr>
<td>Closing date:</td>
<td>Midday 10th November 2017</td>
</tr>
<tr>
<td>Type of application form accepted:</td>
<td>Full version and covering letter detailing how you meet the person specification</td>
</tr>
<tr>
<td>Number of referees required:</td>
<td>3</td>
</tr>
<tr>
<td>Unit recruitment contact:</td>
<td>Jon Dyas, Portfolio Manager (MSQ)</td>
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</table>
2. Summary of duties

“More Students Qualifying” (MSQ) is one of the core strategic priorities of The Open University’s Student First strategy – a plan for growth, which aims to deliver life changing learning and life enrichment to even more students.

The Senior Data Analyst will work alongside colleagues within the MSQ Portfolio team and in partnership with colleagues in the Data & Insights team, within the Strategy & Information Office (SIO), to design, implement and evaluate intervention initiatives that drive a positive response in student performance & experience. This will include utilising advanced data analytical techniques to predict student behaviours, as well as designing and implementing solutions to track and measure performance against targets and evaluate the impact of specific initiatives and interventions.

The post holder will also be responsible for ensuring that module and qualification data is being effectively managed and exploited to extract full value. This will involve working alongside colleagues in the Data & Insights team within SIO to build standard definitions & methodologies for monitoring the performance of student progression towards their qualifications, as well as validating the accuracy of data being accessed from operational systems.

As well as helping to develop Intervention throughout the student journey, the post holder will also be responsible for creating a comprehensive test and learn methodology and culture, quickly identifying which initiatives are showing successful results, and which need to be discontinued.

The Senior Data Analyst will have strong communication skills, illustrated by an ability to effectively engage and build consensus across a varied stakeholder group that includes the Director of Student Success (MSQ), Executive Deans and Heads of Student Success within the Faculties, Operational leads in the University’s English Student Registration and Support Centres and the Nation offices, and other senior stakeholders across the University.

Developing Intervention Strategies

- Utilise qualification data as well as other student data assets to support and articulate understanding of the student journey, and how this impacts a student’s likelihood to complete their qualification
- Use predictive data analytics (data mining & statistical modelling techniques) as well as strategic analysis to identify key trigger point for Interventions that will offer the maximum opportunity to positively influence a student’s likelihood to continue their progress towards qualification
- Develop an understanding of the wider influences on student qualification performance, including external market changes, new & continuing student performance numbers, as well as undertaking strategic analyses to provide actionable insight into student profiles and behaviour

Intervention Performance Evaluation

- Build a workable framework to evaluate the effectiveness of intervention initiatives using test vs. control logic, balancing statistical rigour with practical business needs
- Develop standardised templates for Intervention analysis & reporting, ensuring a strong story narrative and optimal use of data visualisation techniques to maximise clarity and simplicity of message
- Establish a clear link between individual Intervention initiatives and the overall impact of these initiatives on MSQ targets and overall 30% qualification target
MSQ Performance Reporting

- Create standardised management information, which will act as a central basis for accurate and effective reporting of MSQ performance, managing the different needs of different stakeholders – e.g. Heads of Student Success, Faculties, Vice Chancellor’s Executive
- Agree standard definitions & methodologies on which MSQ targets and performance will be evaluated, building a clear consensus amongst all stakeholder groups
- Fully exploit and manage all data assets that will support improved performance and understanding of MSQ performance, including optimising the accuracy and understanding of module progression and its link to qualification outcome

MSQ Stakeholder Management

- Effectively manage MSQ stakeholders to provide timely & articulate communication of the intervention initiative performance, including potential future recommendations
- Alongside Data & Insights colleagues, become the primary go to point for information regarding student qualifications data, MSQ targets & performance

Collaboration & Communication

- Provide a lead for data analysts in other analytics teams around Student Success, providing strong direction and act as mentor in the development of data analysis, storytelling and visualisation.
- Deputise for the Director of Student Success as required to support the understanding and success of MSQ initiatives.

Agile Working

- Support the agile working environment when collaborating on analysis or report development with the Data & Insights team; contribute to sprint open meetings, daily scrums and present work at sprint close.

General Support

- Act as a key point of contact for staff needing information in relation to the quality reporting.
- Be flexible and adaptable to meet the changing demands of the project and the University.

3. Person specification

Requirements  (E = Essential/ D = Desirable)

<table>
<thead>
<tr>
<th>Education, qualifications and training</th>
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<tbody>
<tr>
<td>Essential: UG degree or equivalent or work experience at a comparable level in a subject with a strong maths or statistics element.</td>
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<tr>
<td>Desirable: SAS Certification</td>
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</tbody>
</table>

Knowledge, work and other relevant experience
| **Essential:** | 1. Experience leading the creation and maintenance of dashboards and data visualisations, as well as other reports to present complex data in a meaningful way  
2. A range of evidence of complex data requirement setting for the development of data sets with an analytical approach.  
3. Experience leading data manipulation using SAS, SPSS or a similar analytical tool to prepare and analyse large datasets  
4. Proven experience of a range of data analysis projects and of presenting results to key stakeholders  
5. Evidence of leading quality improvement achievements in work and analysing data to drive improvements  
6. Experience of disseminating information through both online and offline communication channels to a variety of audiences.  
7. Experience contributing to steering groups and/or decision making committees related to data analysis and other data activities. |
| --- | --- |
| **Desirable:** | 1. Experience of using SAS VA, Power BI or Tableau to create data visualisations  
2. Experience of using R or Python for statistical modelling or data mining  
3. Use of statistical techniques in a business environment and in using more advanced statistical techniques or machine learning |

**Personal abilities and qualities**

| **Essential:** | 1. Proven ability to manage complex data specifications into organisation-specific requirements.  
2. Excellent collaboration skills to manage relationships within the department and across the OU. Experience in developing and maintaining effective working relationships across units, projects and development initiatives and with academic, technical, administrative and external colleagues  
3. Experience managing working groups or other stakeholder meetings.  
4. Ability to lead other analysts and manage workloads across relevant team members as and when development requires extra resource input. Sees self as a role model to other analysts.  
5. Ability to deputise, confident in taking action and decisions within the deputised role as required.  
6. Proven ability to explain statistical and other complex data and ideas to others who do not have a technical background.  
7. Confident in working with raw data and leading the evaluation of and the use of that |
8. Skilled in managing, interpreting and evaluating activities using qualitative and quantitative data across a range of examples.

9. Experience leading and mentoring more other analysts.

10. Excellent attention to detail in both language and data.

11. Excellent communication and presentation skills, both oral and written, contributing to information, formal discussions and presentations.

12. Excellent IT skills generally and the ability to use software packages, particularly Microsoft Word, Excel, Outlook email and PowerPoint and the aptitude to learn and use new ICT tools.

13. Excellent organisational skills, including the capacity to prioritise competing demands and to manage a range of duties, often delivering to tight deadlines.

14. Ability to work under pressure, to organise and manage priorities and deal with unforeseen issues.

15. Enthusiasm, willingness and proven ability and capacity to embrace new ideas, develop new skills and adapt to changing situations and requirements.

16. A sound understanding of, as well as commitment to, Equal Opportunities practice.

**Desirable:**

1. Experience of providing support to formal project groups.

2. An interest in education in general and higher education in particular.

4. Role specific requirements e.g. Shift working

None.

5. About the unit/department

**More Students Qualifying**

At the core of the ‘Students First’ Strategy is the More Students Qualifying Strategic Priority, with a challenging stretch target to improve our retention, progression and completion results, and deliver more successful students.

MSQ has set the ambition to:

- Increase the numbers of new students directly registered on Open University modules and qualifications.

- Meet targets agreed with the funding bodies in each UK nation on the proportion of students from disadvantaged backgrounds within the new undergraduate student population, but not to fall below the baseline of 2010/11 proportion.

- Increase the numbers of students achieving or on track to achieve an Open University qualification. This
also covers increased module completion and pass rates.

- Close the attainment gap between black and white students, and between disabled and non-disabled students

MSQ encompasses a wide-ranging project portfolio representing significant strategic investment plus further resources involved in Faculty, PVC, Academic Services and Professional Services portfolios on ‘business as usual’ and small initiatives - all focussed on improving student success and ultimately contributing to our institutional targets.

The **approach** to meeting this objective will include:

- Attracting an increasing number of students to study with the University, both across the UK and around the world.
- Giving faculties clear responsibility for the student experience and student success, with the levers to make changes.
- Increasing the focus on student retention and progression and invest in further improving the quality of student support.
- Improving real-time reporting and analysis of student engagement and retention in order to better support students.
- Delivering truly student-focused systems and processes.
- Involving the student and alumni community in recruiting and supporting students.

6. **How to obtain more information about the role or application process**

If you would like to discuss the particulars of this role before making an application please contact Jon Dyas by email: jon.dyas@open.ac.uk

If you have any questions regarding the application process please e-mail more-students-qualifying@open.ac.uk
7. The application process and where to send completed applications

How to Apply:

Complete the application form
The application form has been designed to give the information needed at this initial stage.

Covering letter
Write a covering letter indicating why you are interested in this post and how you believe your knowledge experience and skills meet the Person Specification.

Please use the essential and desirable items listed in the person specification as subtitles within your letter. In writing your letter, examine carefully the description of the role and analyse how your skills, knowledge and experience match with the requirements set out in the person specification.

Please pick out specific examples from your experience which clearly demonstrate that you have the particular knowledge and capabilities required in the person specification.

e-mail your application to:

Your completed application should be returned electronically mail more-students-qualifying@open.ac.uk

Midday 10th November 2017

Applications received after the closing date will not be accepted.

8. Selection process and date of interview

The interview panel will be chaired by:

Steve Clark (Director of Student Success)

The other members of the interview panel will be:

A senior member of the Data and Insight Team with the Strategy and Information Office

A business representative / end user

The interviews will take place on:
w/c 20th November 2017

The selection process for this post will include

An interview and a task to be completed on the day of the interview.
We will let you know as soon as possible after the closing date whether you have been shortlisted for interview. Further details on the selection process will also be sent to shortlisted candidates.

Applications received after the closing date will not be accepted.