Job Description – Insight Manager

About the Role

This role is based in the Marketing and Communications (Marcomms) unit and the position sits within the Strategy and Insight team. The Insight team is a highly collaborative group and finalists in the 2021 AURA awards for Clientside Team of the Year and Inspiring Leadership of the Year. The team is highly thought of across the University and within Marcomms.

The team’s research spans a multitude of topics including brand perceptions and campaign tracking, enquirer and student experience, market studies, creative testing, public confidence, product development and pricing. Research has included employers, enquirers, students, academics, potential students, school leavers and the public.

The Insight team works with and delivers insights for the Business Development Unit, Strategy Office, PVC-Students, Academic Services, Faculties, Nations, Government and External Affairs, Data and Student Analytics, in addition to delivering insights to stakeholders within Marcomms.

Key Responsibilities

• You will manage ad hoc and/or tracking research projects in answer to or anticipation of business needs, to define strategic priorities or shape the strategic direction of the University.
• You will work alongside internal stakeholders to ensure research objectives are established and sponsorship secured.
• You will design and commission research projects, providing excellent briefs, agreeing realistic timescales and budgets, delivering exceptional project management, with ultimate accountability for effective delivery and communication (written and verbal) of the final output and wider dissemination. You will be responsible for sound and insightful interpretation and recommendations. You will incorporate secondary data e.g. market trend data, where relevant to define the scope of projects and add value to research results.
• You will work with external agencies for whom you will review performance and contribute to the agency roster to enable best practice and fresh thinking. You will ensure performance issues are identified and proactively managed to resolution.
• You will keep abreast of innovative research methodologies and education sector developments – taking appropriate action where necessary
• You will participate in cross function working groups providing research design expertise and insights - representing the voice of the customer across the University.
• At all times you will work collaboratively with colleagues in the Insight team, Strategy and Insight, across Marcomms and other units to achieve business objectives.
• You will contribute to building the insight team’s reputation as the go to team for insight expertise and “customer” comprehension. You will look for opportunities to disseminate findings across the University to ensure insight is at the heart of decision making. You will invest in on-going personal development.

Skills and experience

Essential:

• Substantial experience of problem solving through the provision and use of qualitative and quantitative research, jointly with secondary data, to aid strategic decision making/business cases in a complex organization
• Substantial evidence of managing stakeholders in complex or political environments
• Experienced in assessing the value and quality of agencies and their proposals
• Demonstrable experience of successful multiple project management
• Strong relationship/stakeholder management skills. An effective negotiator and communicator, strong business partner and highly collaborative. Ability to influence at key decision-making forums - successful track record of influencing change
• Highly numerate, analytical, with proven interpretation skills whilst an innovative and creative thinker – curious about the education market and human behaviour
• A strong dedication to excellence in working with a diverse student population
• An inclusive and team player
• Degree or equivalent

Desirable:

• High levels of personal flexibility, passion, self-motivation and resilience.
• Experience of working in the education or related sectors
• Clientside and agency experience

If you would like further details about the role before making an application then please email your query through to Resourcing-Hub@open.ac.uk quoting the reference number and job title.