

Job profile

Job title	Insight manager
Reports to	Head of marketing and insight
Responsible for	Student staff
Salary	£33,200

Job purpose

The postholder will be responsible for developing the Union's insight function to embed the use of insight and data to inform decision-making, planning, execution and review of the Union's work and, where appropriate, University projects.

Duties

- Develop the insight function to support understanding of members and their needs
- Support colleagues to embed an insight-led culture across the Union
- Develop tools, reports, etc. to provide insight in a useful and usable manner for colleagues
- Collect relevant insight using appropriate research methods to ensure coverage of our diverse community
- Produce regular reports on trends in students and their lives
- Produce bespoke reports based on the needs of colleagues or projects
- Liaise with relevant University partners to ensure alignment of research activities
- Review and plan for the needs of other Union services
- Support the development of digital service delivery
- Manage the team's performance
- Manage the team's budget

Additional responsibilities of all staff

- Be a team player by working with colleagues and students across a range of projects
- Maintain high standard of professionalism, confidentiality and respect for student, colleagues and visitors
- Adhere to and apply the Union's values, policies and procedures
- Be responsible for observing and implementing good health and safety practices
- Travel to/between and work at all three UEL sites when required
- Attend committees, meetings, training, conferences and other events
- Attend occasional weekend and evening events, according to organisational needs
- Participate in major Union events and activities as and when required
- Undertake any other duties as reasonably requested by line manager

Person specification

All criteria listed are essential for this role except where stated desirable.

Education/qualifications (application form)

- Educated to degree level or equivalent in a research-led discipline OR significant relevant research expertise
- Relevant continuing professional development (desirable)

Professional experience (application form)

- Working in a similar role with proven success
- Using insight-led approaches to inform and support planning and service delivery
- Developing relevant solutions to target specific audiences
- Analysing complex data from a range of sources and producing usable reports
- Working with colleagues to define service requests or actions
- Developing and maintaining relationship with key stakeholders
- Managing teams of staff with proven success (desirable)
- Managing and working in a matrix management structure (desirable)

Knowledge, skills and abilities (interview)

- Understanding of research methodologies relevant to a 'hyper-diverse' audience
- Awareness of current trends in customer insight/research and methodologies
- Able to take on responsibility for delivering tasks to ensure targets are met
- Able to communicate and work effectively in a team and using own initiative
- Excellent inter-personal skills including being able to clearly communicate with other staff members at all levels
- Excellent IT skills including Microsoft Office
- Innovative and creative approach to work
- Higher education and the challenges facing students and universities (desirable)

Personal attributes (interview)

- Willing and able to work in a fast-paced, challenging environment
- Willing and able to work in a student-led, democratic organisation
- Willing and able to work flexibly including occasional evenings and weekends
- Sensitive to the needs of a diverse community and cultural differences