

Person Specification

Post Title: Graduate Market Research and Insight Coordinator		Post No:
Organisation Unit: Strategic Planning and Change		
Attributes	Essential	Desirable
Knowledge	Qualitative and quantitative research methods. Market intelligence research and reporting. Able to demonstrate a good working knowledge of Microsoft Office (including Office 365) products Thorough understanding of the student experience at NTU. Knowledge of UK Higher Education application cycle.	Understanding of various analytical data programmes, e.g. SPSS, Excel, on-line survey software (e.g. surveymonkey, SNAP), MS Access Understanding of UK HE sector. Understanding of the issues affecting HE recruitment.
Skills	Excellent written and verbal communication skills. Excellent IT skills. Strong analytical and data analysis skills. Ability to summarise research findings accurately and concisely with good attention to detail. Strong team player. Ability to tackle challenges with enthusiasm & deliver to tight deadlines. Desk research skills Strong administrative and organisation skills. Ability to successfully multi-task.	
Experience	Experience of market research techniques / research skills and data analysis in either an academic or professional environment. Demonstrable experience of team-working and time-management competencies. Experience of managing a diverse workload	Usage of online survey software. Experience of running a qualitative / quantitative research project.
Qualifications	NTU Graduate degree of 2:1 or above Degree in a subject with an analytical/statistical bias e.g. Psychology	

Competencies	COMPETENCY	LEVEL	COMPETENCY	LEVEL
	<p><u>Team Working</u> Works effectively as a member of the team. Takes responsibility for getting things done as part of a team.</p>	2	<p><u>Making Informed Decisions</u> Uses analyses, reports and data to test the validity of options and assess risk before taking decisions. Ensures optimum decisions are taken.</p>	2
	<p><u>Customer Focus</u> Works to identify customer needs. Seeks feedback and develops service accordingly. Influences and develops ideas to enhance customer satisfaction.</p>	2		
	<p><u>Organisation and Delivery</u> Plans time taking account of organisational priorities and other colleagues' work roles to achieve results</p>	2		
	<p><u>Creativity and Innovation</u> Seeks out, reviews and integrates new ways of working into role</p>	2		

* Please note: in compliance with our obligations under the Immigration, Asylum & Nationality Act 2006, we will require to check proof of eligibility to work in the UK

www.ntu.ac.uk/humanresources/