

Job Description

Post title: Graduate Market Research and Insight Coordinator	Post No:
Organisation Unit: Strategic Planning and Change	Date compiled: November 2018
Grade:	Hours per week: 37 Weeks per year: 52
If fixed term, state duration: From August 2019 – August 2020	
Immediate line manager: Market Research and Insight Officer	
Designation and grade of any staff supervised by the postholder: None	
<p>Job purpose: The post-holder will be involved in coordinating the effective delivery of projects within the post holder's area of work. Typically supporting the Market Research and Insight team with the delivery of various aspects of the annual research programme including competitor analysis, bench marking and market intelligence, quantitative and qualitative market research projects and analysis.</p> <p>Principal duties and responsibilities: Coordinate the delivery of various market research projects, qualitative and quantitative e.g. setting up focus groups, taking notes, mystery shopping, creating online surveys, analysing survey data, distilling insights into presentations.</p> <p>To work closely with members of the Strategic Planning and Change Team, Marketing team, Schools and Central Services colleagues to coordinate ongoing qualitative and quantitative market research projects.</p> <p>To provide project support across the various teams within the Strategic Planning and Change department and coordinate any cross team projects.</p> <p>To provide a range of administrative, desk research and analysis support to aid the smooth running and delivery of Market Research projects around NTU.</p> <p>To conduct desk research to support the market research team's workload. This would be conducted as part of specific market intelligence projects to aid course development and in response to ad hoc queries.</p> <p>To coordinate the collation and interpretation of internal and external quantitative market data to evaluate market trends.</p> <p>To keep the project manager informed of the status of project activities and issues that may impact deliverables and customer/stakeholder relationships.</p> <p>Representing the department to the wider university and NTU externally on matters relating to the role:</p> <ul style="list-style-type: none"> Establishes confidence and respect for the overall department function, the role's project work and personally Acts as a positive ambassador and advocate of the Graduate Development Programme Undertakes additional required work, tasks, project and development opportunities alongside your Graduate role in conjunction with other Graduates participating in the Development 	

Programme

Special requirements:

The post holder may be required to work occasional out of hours and weekends. They may also be expected to travel.

All staff are expected to comply with the University's Health and Safety and Equal Opportunities policies in the performance of their duties.

N.B. The postholder may be required to undertake any other duties which may reasonably be required as within the nature of the duties and responsibilities of the post as defined, subject to the proviso that normally any changes of a permanent nature shall be incorporated into the Job Description in specific terms.

Job description drawn up by	Kim Winter	November 2018
Approved for department by		

See also [JD Guidance Notes](#)