

## JOB DESCRIPTION



<b>Post</b>	Data and Insights Analyst
<b>Hours</b>	37 per week
<b>Responsible to</b>	Marketing and Communications Manager
<b>Responsible for</b>	n/a

### Department Overview

Brighton Students' Union (BSU) provides representation, support and services to the 16,000 students studying at the University of Brighton, with a mission of *Making Student Life Better*. The marketing and communications team ensure effective and timely information is sent to and from students and other stakeholders across physical and online channels. This includes marketing commercial and membership activities, and gathering data and insights from members.

### Role

Responsible for devising appropriate research approaches and then collecting and analysing data and insights across all BSU activities and services, from large scale research projects to small focus groups. Presenting these findings to colleagues and stakeholders to inform short, medium and long term planning.

### Main Duties

- Develop, deliver and analyse a regular student poll survey to evaluate student views, needs and satisfaction levels.
- Conduct relevant and informative internal research that enable the Union to develop its services and campaigns to improve the student experience.
- Ensuring good engagement levels in all data collection activities.
- Make recommendations of focus areas for activities and services following research outcomes.
- Work in partnership with the University to support the National Student Survey and analyse the data to inform campaigns and to develop Union services.
- Arrange, facilitate and evaluate focus groups as and when required.
- Work closely with the University's Evaluation and Policy department to produce BSU's Access and Participation Report.
- Produce an annual BSU engagement report.
- Maintain good awareness of GDPR legislation to ensure compliance in all areas of data collection.
- Keep up to date with relevant HE policy areas and issues impacting students as students, to inform insights and potential areas of research.
- Keep up to date on new and relevant tools for gaining, recording and analysing data.
- Produce monthly analysis of social media and marketing data.

Data and Insights Analyst

## Communication

- Attending and contributing to University Survey Group.
- Delivering detailed information to stakeholders through engaging and informative written reports and verbal presentations.
- Work with external partners to support regional or national research projects.

## Decision Making

- Responsible for personal operational decisions on a daily basis.

## Budget Management

- This role has no budgetary responsibility.

## Staff Management

- This role has no staff management responsibility.

## General duties

- Conduct yourself in a manner which adheres to the values of BSU at all times, displaying high standards of professionalism and service.
- Adhere to all BSU policies and procedures.
- Fully participate in your induction, personal and team development opportunities.
- Assist in key events and activities throughout the year eg open days, Freshers' week and Elections as required, some of which might fall outside of usual working hours.
- Undertake any other duties as may reasonably be expected given the qualifications and experience required for the role.

## Location

This role will primarily be based at the Moulsecoomb Campus, with regular travel to other campus locations as required in the provision of the duties for the position.

## PERSON SPECIFICATION

Post	Data and Insights Analyst	Location	Moulsecoomb
<b>Experience and Knowledge</b>			
Degree or related qualification in a relevant field, or good proven experience in insights and data			
Good experience of gathering relevant data, using a variety of appropriate methods			
Experience of report writing and data visualisation to stakeholders			
Presenting insight analysis to a variety of audiences			
Planning, running and evaluating focus groups			
Developing and utilising data and insights systems and processes			
Knowledge and compliance with GDPR regulations relating to data collection and distribution			
<b>Skills</b>			
Outstanding written and verbal communication skills			
Confident in delivering verbal presentations to a group of stakeholders			
Highly numerate and confident in dealing with significant amounts of data			
Excellent organisational and project management skills with the ability to multitask			
The ability to interpret detailed information and communicate it effectively to a wide audience base			
Able to present challenging feedback in a constructive manner			
Confident and experienced user of Microsoft Office applications			
Able to use own initiative, whilst also being part of a team			
<b>Personal Qualities</b>			
Passion for creating informed change			
Inclusive – BSU value			
Supportive – BSU value			
Genuine – BSU value			