

JOB DESCRIPTION

Title:	Market Insight Analyst
Location:	Leeds City Centre
Salary:	£24,000 - £28,000 per annum
Contracted Hours:	37.5 hours per week
Reporting to:	Senior Market Research Insight Analyst

Job Role:

Executive within busy team of experienced market researchers and data analysts, supporting more experienced team members and leading smaller projects. Advanced analysis using company bespoke tools (mainly on excel software), web research, secondary research, primary research etc. to meet clients' briefs.

After initial training period (approximately 3 months) will include attendance at client meetings and representing the company in public (e.g. within conferences and client presentations) and an increasing remit for individual projects.

If a new graduate, there is an option to join a two-year period of professional development designed to transit a graduate/post graduate with no prior market or market research experience to a point where they can be a confident and competent professional researcher. Level of experience and thus amount of training required will be assessed on interview.

Scope:

The role should contribute to achievement of company growth objectives in terms of sales and profit whilst upholding our company values.

You will take increasing responsibility for projects, from project proposal to final report and, or, presentation delivery. You will also develop knowledge of both quantitative and qualitative techniques, plus knowledge about the evolving higher education market.

Through both in-house mentoring and attending both internal and external training courses, you will broaden and increase your business skill set (e.g. time management, project management, excel skills, presentations, business development etc.). You will be expected to develop personally, able to demonstrate increased confidence, initiative and self-sufficiency.

Key Responsibilities/Accountabilities:

- Produce detailed and accurate excel data analysis using pivot tables, data sorting and bespoke company tools.
- Produce well-written reports and impactful presentations
- Take responsibility for delivery of complete or part projects.
- To become an expert in all the secondary data sources for Higher Education market data (Including HESA, UCAS, NSS, Rankings etc.).

- To be aware of the collection method for each data source to understand its strengths and weaknesses and to know who they are sourced from and when they are updated.
- To develop expertise in market research techniques from sample design, questionnaire design, data analysis, qualitative research recruitment, writing discussion guides and analysing qualitative data.
- Take initial customer enquiries via telephone and email
- To take responsibility for business development e.g. being part of the team that visits prospective clients to discuss new business, take/explore briefs and formally pitch for work.
- Investigative work at client premises and other settings, including interviews with academic and professional staff.
- Be commercially aware through increasing role at the beginning and end of projects.
- Understanding about service pricing, project risk assessment
- Write proposals with understanding about the application of the project to the decisions and actions a client will take.
- Support the planning and execution of a TKP external event and planning and/or leading a TKP in house event (social or professional activity).

The above outlines the main duties and responsibilities of the position, however, this cannot be comprehensive and other duties, as directed and within the job holder's capabilities will be required. The duties will evolve and be modified by changes within the Company

Person Specification:

- Able to establish and maintain positive working relationships with colleagues and external contacts, demonstrating good teamworking skills
- Excellent communications skills with a proven ability to speak, listen and write in a clear, thorough and timely manner using appropriate and effective communications tools and techniques
- Self-motivated and able to work independently, enquiring mind and confidence in taking the initiative and consulting as appropriate
- Commitment and enthusiasm to TKP and its work
- Attention to detail
- Willing to be flexible and respond to changing circumstances
- Demonstrate a positive 'can do' attitude and become quickly established
- Alignment with our culture - professional but open

Experience and Qualifications

Essential

- Confident and well-rounded Executive who can demonstrate relevant work experience
- Experience and competence is using Microsoft Office - word, excel and powerpoint.
- Strong numeric ability
- Interest in a career in Market Research and in the Higher Education sector
- GCSE English and Maths at least grade 'C' (or equivalent) or above

Desirable

- Some knowledge of market research techniques (questionnaire design, qualitative research)
- Evidence of commercial awareness

Website Advert

Market Insight Analyst

Location: **Leeds**

Salary £24-28,000 (Depending on experience)

Job Code TKPMIA/2018.01

Reporting to: **Senior Market Research Insight Analyst**

The role will involve but is not limited to:

- Produce detailed and accurate excel data analysis using pivot tables, data sorting and bespoke company tools.
- Produce well-written reports and impactful presentations
- To become an expert in all the secondary data sources for Higher Education market data (Including HESA, UCAS, NSS, Rankings etc.).
- To be aware of the collection method for each data source to understand its strengths and weaknesses and to know who they are sourced from and when they are updated.
- To develop expertise in market research techniques from sample design, questionnaire design, data analysis, qualitative research recruitment, writing discussion guides and analysing qualitative data.
- Take initial and follow up customer enquiries via telephone and email
- Take responsibility for business development e.g. being part of the team that visits prospective clients to discuss new business, take/explore briefs and formally pitch for work.
- Investigative work at client premises and other settings, including interviews with academic and professional staff.
- Understanding about service pricing, project risk assessment and be commercially aware through increasing role at the beginning and end of projects.
- Support the planning and execution of a TKP external event and planning and/or leading a TKP in house event (social or professional activity).

[Click here to access the online application form.](#)

For an informal discussion of the role, please contact Adam Cresswell on **0113-2430597**

For the job description and further information, please download the files below.

[Job Description – Market Insight Analyst.pdf](#)

[10 Reasons to Join TKP.pdf](#)