

## The University of Manchester

### *Job Description*

---

<b>Job title:</b>	Business Intelligence Analyst
<b>Reports to:</b>	Senior Business Intelligence Analyst
<b>Organisation unit:</b>	University of Manchester Library: Research & Digital Horizons
<b>Date:</b>	January 2021
<b>HERA:</b>	MAPPS-UML-R&DH-BP-B (358, Grade 5)

#### **Overall purpose of the job:**

The post holder will be responsible for the management and delivery of research projects to support the creation of innovative approaches to a range of library activities including: development and evaluation of services; measuring satisfaction; and development of communication channels.

To deliver market insight to support strategic decision making to colleagues across the Library in accordance with best practice in market research

To ensure that the Library is able to demonstrate the value it brings to the University by developing effective systems for measuring and evaluating activity and attitudes to Library services

These activities include:

- Service performance measurement and reporting.
- Management and coordination of survey results analysis, including the National Student Survey and other external measures of customer satisfaction across the Library.
- Support the Senior Business Intelligence Analyst with evidence based, actionable recommendations for business improvement, using thorough analysis of the body of internal and external data sources and market research available
- Communicating and reporting insight and analysis via data visualizations and other reports.

#### **Key responsibilities:**

- To contribute to an environment that values and celebrates the diverse nature of the University of Manchester's population and to take positive steps to achieve equality in the workplace and to both meet and exceed our obligations under equality legislation
- Play a key-role in fostering a customer-focus to all the Library's key activities and lead on the delivery and guidance of market research techniques and approaches to Library staff
- Work collaboratively with colleagues across the Library to identify and articulate their business intelligence and data needs, providing specialist advice and training to colleagues on appropriate market techniques, tools and data sources for investigating their particular area of activity, service or audience/user group

- Conduct primary and secondary market research in response to approved project briefs. This will include designing a research approach (focus groups, surveys etc.) conducting data collection and fieldwork through to analysis, interpretation and delivery of findings
- Lead on the assessment of the quality of Library services improve organisational effectiveness and help integrate evaluation into all phases of planning and service development
- Take the lead on developing a body of market research evidence to support service development, using a wide range of available data sources
- Prepare and present clear and effective research reports and recommendations from assessment activities to senior management and assist in the planning and implementation of actions suggested by those results
- Provide evidence based, actionable recommendations for business improvement, using thorough analysis of the body of internal and external data sources and market research available
- Cascade clearly presented research insights and recommendations to relevant colleagues across the Library, using excellent communication and influencing skills
- Project manage external market research suppliers to ensure insightful findings are delivered on time and within budget
- Maintain an online catalogue of market research information
- Manage the Library's involvement in the international LIBQUAL student survey, and any other international benchmarking opportunities
- Keep up to date with wider business intelligence and data analysis projects and initiatives across Professional Services and the wider University
- To be responsible for compliance with and the embedding of University policies, procedures and requirements - in particular those relating to health and safety; equality, diversity and inclusion; and information governance
- Such other duties as may reasonably be associated with the grade and a role of this nature
- To work at any Library site as required
- To be flexible in relation to hours of work as may be reasonably requested from time to time
- To wear supplied Library branded clothing during defined promotional activities and special events
- To understand the specific context within which the role operates and how it relates to the wider University goals and business processes, in order to facilitate informed decision making
- To ensure the working environment reflects the University's and Library's values

### **Person Specification**

#### Essential knowledge, skills and experience:

- An Honours degree and/or relevant market research experience
- Experience in a client-side market research role
- Experience of the execution of market research projects, in a client or agency side role, to collect primary and secondary research data
- Experience of the collection, analysis and interpretation of data from multiple sources to make insightful business recommendations
- Experience of commissioning and management of market research suppliers

#### Skills & Competencies

The successful candidate should demonstrate:

- Excellent communication, influencing and networking skills

- Ability to deliver evidence-based market insight and recommendations
- Ability to critically appraise and carefully select appropriate secondary data to meet research objectives
- Advanced skills in the use of Microsoft Office packages, especially Power BI, PowerPoint and Excel
- Advanced skills in the use of survey design software packages
- Ability to work systematically and accurately with an eye and patience for detail
- Ability to lead and manage projects autonomously and work as part of a team
- Ability to work under pressure and prioritise, schedule and balance workloads
- Remain up-to-date with relevant research relating to evaluation and trends
- Good interpersonal and negotiating skills and the ability to work as a member of a team
- Project management skills, particularly the ability to deliver to deadline and budget
- Proven ability to apply discretion in respect of confidential information
- Proven ability to work in an effective and collegial manner with staff across the University
- A commitment to the University's and Library's strategic objectives
- A commitment to the highest service standards

**Desirable knowledge, skills and experience:**

Knowledge and understanding of national and international developments in the information world