

INSIGHT MANAGER

Role Profile

The Union's vision is that: **Every student loves their time at Southampton.**
Your role in contributing towards achievement of this vision is described below.

Main Purpose of Role:

- 1) Lead on the delivery of insight and research projects across the entire organisation to better understand the student body and support the work of all other services across SUSU.
- 2) Support, advise and coach staff across the organisation in developing and delivering quality research, insight and local feedback systems.
- 3) Embed a culture of insight at all levels across the organisation to drive informed decision-making and continuously work towards the organisation's strategies. Ensuring all key work and decisions are evidence based, data and feedback led/informed.

Responsible to: Director of Student Voice (eventually Deputy Chief Executive)
Responsible for: N/A
Grade: E

Main Duties of the Role

Lead on the delivery of insight and research projects across the entire organisation to better understand the student body and support the work of all other services across SUSU.

- Lead and manage all projects collaboratively across the Union which involve the collection of data or information, or consultation with our student membership.
- Proactively identify and lead on research which will have an impact on current or future student membership
- Build and maintain good relationships with all areas of SUSU to ensure insight is enhancing and underpinning their area of work
- Maintain and enhance the existing, positive relationship with the University insight team to contribute to effective market research across the University of Southampton as a whole. (Including acting as the link between SUSU and the University for the National Student Survey (NSS)).
- Keep up to date with changes in insight and data solutions to ensure SUSU maximises its use of insight and data
- Follow best practice on market research ethics, secure data storage and ensuring insight work across the organisation upholds GDPR.

Support, advise and coach staff across the organisation in developing and delivering quality research, insight and local feedback systems.

- Embed a culture of data-driven decision making and insight throughout the organisation.

- Develop effective feedback systems for services across the organisation to understand what students think of our current services and how this could be improved.
- Have a good understanding of all areas of the business and provide guidance to staff on undertaking their own research and consultation with student membership.
- Be the central contact for all research and insight projects run by SUSU
- Have a good overview of all areas of the organisation, approval process and records of all research and insight work completed across the organisation to ensure a high quality of research is conducted by SUSU as a whole and understand what is happening when and how various research may impact each other. Also to avoid duplication of projects, share results across the organisation that may be of interest and improve engagement with respondents.

Embed a culture of insight at all levels across the organisation to drive informed decision-making and continuously work towards the organisation's strategies. Ensuring all key work and decisions are evidence based, data and feedback led/informed.

- Work to deepen the organisation's understanding of its membership, including segments of the student cohort, not just the overall student body.
- Develop SUSU's segmentation work to understand the varying needs, attitudes and behaviours of different students and the best way to serve them and engage them.
- Measuring overall performance and benchmark data gathered via market research or data. (For example, measuring attitudes towards SUSU and levels of engagement with SUSU.)
- Identify and communicate key results from data and market research in a compelling way to shape and influence change.
- Stay up to date on key issues in the wider HE and SU sector and communicate key results of wider national or global research to SUSU staff.
- Develop and maintain a central record of existing and historic insight work and data that is accessible to all staff.

Contribute to the overall effectiveness of the Union by

- Participating in and driving personal learning and development
- Attending all meetings and training events, as required
- Ensuring that statutory and legal obligations are met
- Supporting the implementation of the Union plan, promoting our aims and values through the goals of the departments Operational Plan
- Promoting the Union's various policies within your work, in particular Health & Safety, Equality & Diversity and Ethical & Environmental
- Contributing to the positive image of The University of Southampton Students' Union with students, University and the local community working with the team to ensure a full service is provided at all times, providing cover as necessary

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- Ensuring personal knowledge and skills are updated to ensure effectiveness in meeting work objectives
- Completing such other duties as may be reasonably prescribed by the Union, appropriate to the grade and responsibilities of the post

Role Specification

We have described below the range of experience, qualifications, knowledge, skills and attributes we are looking for. We will use this to manage our selection process and also to identify any training and development needs once in post.

KEY/QUALIFICATIONS/EXPERIENCE REQUIRED	ESSENTIAL	DESIRABLE
Experience designing, delivering, analysing and presenting market research	X	
Experience analysing and presenting data and complex information to inform decision making	X	
Strong written and verbal communication skills and ability to clearly communicate research results and conclusions in written and oral reports.	X	
Advanced level Excel skills and proficiency with other software analysis packages and survey design tools.	X	
Ability to work to a high standard, with an eye for detail, working under own initiative and managing multiple projects simultaneously.	X	
Ability to build productive relationships across the organisation with staff, members and other stakeholders such as the University.	X	
Ability to communicate effectively and influence stakeholder decisions based on data.	X	
Proficient use of technology including the Microsoft Office suite, including MS Teams, web technologies and relevant survey and data capture technologies.	X	
Experience within the Higher Education or Voluntary Sector		X
Knowledge of current issues affecting students and institutions in higher education		X
Educated to degree level with experience or qualification in market research and data analysis.		X

Our Values

As an organisation, our values underpin our work and guide what we live by in order to achieve our mission:



Stand Strong

We stand up for students and make sure their voice is heard.

We stand strong when facing challenges and are not afraid to be different. We think big and work to achieve great things.



Join Together

We are an inclusive and diverse community of students and staff

We join together with each other, the University, and the local community to make a positive difference.



Take Responsibility

We take action on the issues that matter to students and act with integrity.

We continually work to be more sustainable, challenge discrimination and prejudice. We strive to be a force for good for students and wider society.