

Market Intelligence Executive

Basic information

Band: E

Job family: Marketing Communications

Terms: Permanent

Location: Cheltenham

Reports to: Market Intelligence Manager

Team: Marketing

Business unit: Customer Experience and Marketing



Role purpose:

The Market Intelligence Team provides UCAS with high quality market and customer insight, which informs its product, service and sales strategies. Its remit also encompasses providing insight driven sales support and collateral to UCAS Media (UCAS' commercial arm), supplying the sales teams with up-to-date, relevant intelligence, helping them to maximise and grow commercial income.

The purpose of this role is to support the team's key activities, through primary and secondary research, providing visually appealing and insightful outputs. Primarily focused on the commercial market intelligence (CMI) area, the role holder will support the commercial market analysts to deliver sales presentation content, collate campaign performance metrics, and create or analyse customer surveys. This entry level role will give a good grounding to someone looking to develop a career in customer research or insight, as it will utilise a variety of skills and expertise.

Key responsibilities:

- Create or populate presentations with up-to-date insight or sales figures.
- Collate commercial campaign performance metrics from relevant software (Silverpop, Sales Logix, Survey software etc.).
- Maintain and update the commercial competitor tracker and rate cards.
- Contribute to the production of monthly CMI e-newsletters, containing relevant information and performance metrics to inform and upskill sales teams.
- Check the CMI inbox for new enquiries and maintain the team's project tracker.
- Support the team in its delivery of primary research: from the design and creation of surveys or focus groups, to basic analysis and sharing of headline results.
- Conduct secondary research to keep abreast of market trends, audience behaviours or news relevant to internal stakeholders, sharing through appropriate channels.
- Ensure that information is presented in a visually appealing way (using PowerPoint, Prezi and Piktochart etc.).

Accountabilities:

Primary customers/stakeholders

Internal:

- Customer Strategy Team
- UCAS Media sales teams
- Marketing and Communications
- Analysis and Research

External:

- market research and market analyst sectors and bodies
- commercial clients, where appropriate

Person specification:

Essential skills

- Good working knowledge of Microsoft Excel, including use of pivot tables.
- Good working knowledge of PowerPoint, and a creative mind, able to translate words into pictures.
- An awareness of quantitative and qualitative market research methodologies.
- Ability to simplify and describe complex information to staff of all levels throughout the organisation.
- Awareness of data protection rules.

Desirable skills

- Degree or equivalent in an analytical subject, psychology or marketing.
- Ability to use SurveyMonkey, or similar survey software.
- Awareness, or working knowledge, of information visualisation tools such as Piktochart, Tableau etc.
- A commercial mindset, with the knowledge of what constitutes useful information to sales teams.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

Our values in action

Customer – We always look through the customer lens. The logic of the customer is the logic of UCAS.

Commitment – When we commit, we deliver on time, quality, and budget, or we negotiate changed commitments for good reason. We never leave commitments uncovered.

Team – We work collaboratively. When we commit, we commit as an individual and as a team. We strive for and support team success as well as individual success.

Outcomes – We plan and do things to achieve outcomes. We define them, aspire to them, and deliver them.

Agility – We know we need to be agile when we look through the customer lens, when we make commitments, when we work in teams, and strive for the right outcomes.

Extraordinary – We are ambitious for our customers, for UCAS, and for our teams. We want more than ordinary outcomes – we strive to achieve extraordinary outcomes, extraordinary customer focus, and an extraordinary culture of high performance and quality of focus.