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| **Post Details** | | **Last Updated**: 19/09/22 | | | |
| **Faculty/Administrative/Service Department** | Strategic Planning | | | | |
| **Job Title** | Pre-enrolment Performance Analyst | | | | |
| **Job Family** | Professional Services | | **Job Level** | 4 | |
| **Responsible to** | Head of Market Insight and Data | | | | |
| **Responsible for (Staff)** | N/A | | | | |
| **Job Purpose Statement**  The Pre-enrolment Performance Analyst will support the institution’s student intake objectives through the delivery of strategic data insight and reporting, across the pre-enrolment cycle. They will be responsible for the timely creation, distribution, and monitoring of admissions targets (inc. applications, firms/deposits) linked to the latest student number plans.  The analysis, reporting and insight generated by the post-holder will be critical for the institution to support strategic decision making on:   * Meeting the student number plans * Attracting the right mix of students (level, subject, quality, WP type etc.)   Examples of the insight this post-holder will create are:   * Identifying weaknesses and conversion improvements along the recruitment funnel by stage, or student type * Providing early indicators on likely conversion ahead of deadlines * Providing critical insight on likely mix of WP enrolments to help Surrey meet its regulatory APP access targets * Supporting Marketing and Recruitment teams to evaluate the success of campaign activity, through the creation of effective success and engagement metrics, to indicate organisational performance. * Contribute towards timely and insightful reporting to support Confirmation and Clearing activity.   The post-holder will be responsible for all pre-enrolment reporting on the University’s PowerBI reporting tool and ensuring good transparency and clarity with all key internal audiences, under the wider Strategic Planning reporting structures. | | | | | |
| **Key Responsibilities** | | | | | |
| 1. Develop and maintain the pre-enrolment Power BI pipeline to ensure critical performance monitoring, generate data insight and inform strategic decision making. This includes: assessing analysis and knowledge gaps, scoping requirements, liasing with key stakeholders and end users, conducting initial analyses and either building an independent model or feeding requirements into the University Dataset pipeline, developing the Power BI dashboards.  2.Understand business needs to define University lead indicators and metrics in order to assess pre-enrolment performance towards meeting planned intake and related objectives.  3. To produce requests for management information and business intelligence, including developing University level dashboards. Ad hoc analysis and reporting for Strategic Planning and the wider university, including Executive Board.  4. Working alongside others in Strategic Planning on producing the university application to enrolment prediction models.  5. Support on data queries and reporting for marketing communications and admissions data.  6. Supporting Marketing, Recruitment and Admissions with identified performance risk areas to ensure effective collaboration and performance improvement.  **N.B. The above list is not exhaustive.** | | | | | |
| All staff are expected to:  * Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy. * Work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students. * Follow University/departmental policies and working practices in ensuring that no breaches of information security result from their actions. * Ensure they are aware of and abide by all relevant University Regulations and Policies relevant to the role. * Undertake such other duties within the scope of the post as may be requested by your Manager. * Work supportively with colleagues, operating in a collegiate manner at all times.   **Help maintain a safe working environment by:**   * Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand. * Following local codes of safe working practices and the University of Surrey Health and Safety Policy. | | | | | |
| **Elements of the Role** | | | | | |
| **Planning and Organising**  Working with minimal guidance from the Head of Market Insight and Data, the post holder has the freedom to apply judgement and initiative when managing their workload and responding to any conflicting demands. This will include defining their priorities clearly in terms of work schedules and has scope to exercise judgement in how they do this. They will also have scope to consider which, among many procedures/processes should be followed in order to achieve the role’s objectives. The work will, on occasion, involve encountering changing priorities. | | | | | |
| **Problem Solving and Decision Making**  The post holder will use their specialised knowledge and full technical understanding to support data management and reporting of the University’s admissions cycle. The post holder will operate within established processes and procedures, with minimum day-to-day supervision and limited guidance or general instructions from more senior technical and managerial colleagues. The post holder is responsible for ensuring their own accuracy and attention to detail when carrying out their duties.  The post holder is expected to identify the nature of problems and issues through analysis and is expected to propose resolutions and implement them with limited guidance. Although generally working within established professional procedures and clearly defined policies, it is expected that the post holder identifies gaps in information and analyses the problem faced, in order to make recommendations or identify solutions on how to deal with conflicts or resolve more complex problems. Problems experienced will sometimes be of a less routine nature and the post holder is expected to make decisions based on expertise, judgement and experience in order to decide on the best course of action and to present a solution. The post holder must always consider the impact and consequences of the situation and advice given, referring more complex issues or problems that have not been experienced before to their line manager, for either guidance or resolution. | | | | | |
| **Continuous Improvement**  The post holder will contribute to the development of the PowerBI reporting tool in conjunction with the Head of Market Insight and Data and colleagues from across Strategic Planning. | | | | | |
| **Accountability**  The post holder will have scope to consider which, among many procedures/processes should be followed in order to achieve service improvements. The work will on occasion involve encountering changing priorities and differing situations. | | | | | |
| **Dimensions of the role**  Whilst the post holder does not have any direct reports the role will be fundamental to the department in dealing with complex issues and supporting strategic decision making. The post holder does not have any budgetary responsibility. | | | | | |
| **Supplementary Information**  The Directorate expects that the post-holder will recognise the evolving nature of the department and will adopt a flexible approach to work. This could include undertaking relevant training where necessary. | | | | | |
| **Person Specification** | | | | | |
| **Qualifications and Professional Memberships** | | | | |  |
| Degree, HND, NVQ 4 qualified or equivalent in relevant subject/relevant formal training, plus a number of years' experience in similar or related roles.  Or:  Significant vocational experience, demonstrating development through involvement in a series of progressively more demanding relevant work/roles, and the acquisition of appropriate professional or specialist knowledge | | | | | E |
| **Technical Competencies (Experience and Knowledge)** | | | | **Essential/ Desirable** | **Level**  **1-3** |
| Knowledge of SITS or other student record system | | | | E | 3 |
| Experience of working with UCAS technical and business processes. | | | | E | 3 |
| Experience of working in the higher education sector using a high level of technical skill | | | | E | 3 |
| Details knowledge of reporting tools (preferably Power BI) to produce complex analyses | | | | E | 3 |
| Familiarity with programming languages | | | | D | N/A |
| **Core Competencies** | | | | | **Level**  **1-3** |
| Communication  Adaptability / Flexibility  Customer/Client service and support  Planning and Organising  Continuous Improvement  Problem Solving and Decision Making Skills  Managing and Developing Performance  Creative and Analytical Thinking  Influencing, Persuasion and Negotiation Skills  Strategic Thinking & Leadership | | | | | 3  2  3  2  2  2  2  3  2  2 |
| This Job Purpose reflects the core activities of the post. As the Directorate and the post holder develop, there will inevitably be some changes to the duties for which the post is responsible, and possibly to the emphasis of the post itself. The University expects that the post holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary.  Should significant changes to the Job Purpose become necessary, the post holder will be consulted and the changes reflected in a revised Job Purpose. | | | | | |
| **Organisational/Departmental Information & Key Relationships** | | | | | |
| Background Information  The post is within the Strategic Planning division, and the team is co-located with colleagues in Admissions, Marketing, Recruitment and Widening Participation  The post holder will be based within the Market Insight and Data team however they will be closely aligned with the Marketing, Recruitment and Admissions Teams, as well as other teams within Strategic Planning. Additionally there will be a requirement to work with colleagues from the wider university, including faculty staff and Senior Management. They will be required to work during the summer period and holiday embargos may be necessary during peak times of August-September. Some weekend and evening work will also be required. | | | | | |
| Department Structure Chart | | | | | |
| Relationships **Internal**   * Strategic Planning * Marketing, Recruitment and Admissions * Widening Participation * Student Data | | | | | |