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Senior Data Analyst

Department/Division/Faculty:	Marketing & Communications, Imperial Business School
Campus/Location:	South Kensington (Hybrid)
Job Family/Level:	Professional Services, Level 4 (Salary scales)
Responsible to:	Head of Business Systems and Insights
Line management for:	N/A
Key working Relationships (Internal):	Marketing & Communications, Recruitment & Admissions, ICT, MORa, Operations & Planning, Business School Dean's Office, Information Management & Compliance
Key Working Relationships (External):	Software providers, partner agencies
Contract type:	Full Time, Open-Ended

Purpose of the Post

The Business School's data and insight capabilities are integral to informing its marketing, recruitment, and outreach strategies. The Senior Data Analyst is responsible for leading the analysis, interpretation, and reporting of key datasets to generate actionable insights that support strategic decision-making across Marketing, Communications Recruitment and Admissions (MCRA), while contributing relevant insight to wider Business School priorities.

A key focus of the role is to develop and deliver high-quality analysis of marketing performance, recruitment pipelines, and market trends, translating complex data into clear insights for senior stakeholders. The role will champion the effective use of data across MCRA teams, supporting colleagues in understanding performance metrics, identifying opportunities for growth, and enabling evidence-based planning.

In addition, the role will oversee the management and governance of business intelligence outputs and reporting frameworks, ensuring data integrity and consistency across systems. Through the monitoring and analysis of pipelines and performance indicators, the Senior Data Analyst will provide strategic insight to support marketing activity, student recruitment, admissions planning, and wider market development initiatives across the Business School's programme portfolio.

Operating as a senior technical specialist, the post-holder will work with a high degree of autonomy, applying specialist judgement to define appropriate analytical approaches, interpret complex evidence and advise senior stakeholders on the effective use of data. The role will help establish consistent analytical standards and good practice across MCRA and will contribute specialist expertise to relevant wider Business School and University data initiatives.

Key Responsibilities

Reporting and Business Intelligence

- Lead the design, development, and continuous improvement of reports, dashboards, and visualisations, ensuring analytical products are aligned with agreed business priorities, stakeholder needs and strategic decision-making requirements.
- Analyse recruitment pipelines, marketing performance, and applicant behaviour to identify trends, opportunities, and risks across the Business School's programme portfolio.
- Develop and maintain consistent reporting frameworks and key performance indicators to support marketing, recruitment, and admissions teams.
- Translate complex data into clear insights and recommendations for stakeholders, including senior leadership.
- Lead and undertake scenario modelling, forecasting and performance analysis to inform recruitment strategy and market development initiatives.

Data Management and Governance

- Responsible for leading the monitoring and improvement of data quality across MCRA recruitment, marketing and admissions datasets and reporting outputs, ensuring completeness, accuracy, and consistency in line with institutional data standards and data protection legislation.
- Work closely with system owners and users to ensure that data captured within business systems supports effective reporting, analysis, and decision-making.
- Act as a key point of contact for data governance within the team, ensuring that data policies, procedures, and standards are understood and followed.
- Support the development and maintenance of data frameworks that enable consistent analysis of recruitment pipelines, marketing performance, and programme demand.
- Represent MCRA data and insight requirements, alongside the Head of Business Systems & Insights, in relevant Business School and University data groups and initiatives.
- Work with relevant data owners and institutional stakeholders, including the Data Protection Officer where appropriate, to ensure reporting and analytical activity is undertaken in line with relevant policies and data protection requirements.
- Lead the development and maintenance of consistent analytical definitions, documentation and standards for MCRA data and reporting, supporting greater transparency, accessibility and confidence in data.

Insight Generation and Stakeholder Engagement

- Work with senior stakeholders across MCRA and relevant Business School teams to identify analytical needs and deliver insight that supports strategic decision-making.

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- Provide analytical support to key projects relating to recruitment performance, market demand, and programme growth.
- Develop a unified and consistent approach to data analysis across MCRA teams, ensuring that insights are robust, accessible, and aligned with institutional priorities.
- Champion the effective use of data across MCRA, with contribution to wider good practice where relevant, by promoting a culture of evidence-based decision-making.
- Translate strategic and operational business questions into appropriate analytical requirements and approaches, exercising professional judgement and constructively challenging assumptions, requests or interpretation where appropriate.
- Provide authoritative analytical advice to senior stakeholders, clearly communicating limitations, risks and the appropriate interpretation of data to support evidence-based decision-making.

Person Specification

Requirements	Essential (E)/ Desirable (D)
Candidates/post holders will be expected to demonstrate the following:	
Education	
Educated to degree level or equivalent in a relevant discipline (e.g. data analytics, statistics, economics, business analytics, or a related field), or equivalent experience in data analysis and business intelligence.	(E)
Experience	
Significant experience analysing complex, multi-source datasets and translating findings into actionable insights for non-technical stakeholders.	(E)
Significant experience independently designing, developing and improving business intelligence reports, dashboards and analytical products using tools such as Power BI, Tableau, Looker or similar.	(E)
Experience using data querying and manipulation techniques to extract, transform, combine, validate and analyse data from multiple sources, using SQL, Python, R or equivalent technologies.	(E)
Experience working autonomously to define analytical approaches, investigate complex business questions, interpret ambiguous or conflicting evidence, and deliver robust recommendations with limited supervision.	(E)
Experience engaging with senior stakeholders to understand strategic priorities, shape analytical requirements, present findings and influence decisions through evidence-based recommendations.	(E)
Experience applying data quality and governance standards in practice, including identifying and resolving data quality issues, improving consistency, documenting definitions and supporting compliance with data policies and requirements.	(E)
Experience working with CRM, marketing automation or admissions systems and their associated data to support reporting, analysis and insight generation.	(D)

Experience developing forecasts, scenario models or other analytical approaches to assess performance, identify risks and evaluate potential interventions.	(D)
Knowledge	
Knowledge of analytical methods and key performance metrics used in marketing, recruitment, customer lifecycle analysis or related fields.	(E)
Practical understanding of data governance, data quality management, data definitions and documentation, and the application of these standards to improve the reliability and consistency of reporting and analysis.	(E)
Understanding of data protection, confidentiality and the responsible use of data in analytical activities.	(E)
Knowledge of working in Higher Education, particularly within a university or Business School environment.	(D)
Skills & Abilities	
Strong analytical and problem-solving skills, including the ability to investigate complex questions, identify meaningful patterns and distinguish robust findings from limitations in the available evidence.	(E)
Ability to exercise independent professional judgement in selecting analytical methods, evaluating data quality, interpreting results and determining appropriate recommendations.	(E)
Ability to communicate complex analytical findings clearly and persuasively to senior stakeholders, adapting the presentation of evidence to different audiences and decision-making needs.	(E)
Ability to constructively challenge assumptions, explain analytical limitations and provide authoritative advice to support sound, evidence-based decisions.	(E)
Strong data visualisation and analytical storytelling skills, including the ability to develop clear, accessible and decision-focused reporting outputs.	(E)
Ability to translate business questions into appropriate data requirements, analytical approaches and actionable recommendations.	(E)
Strong organisational skills, with the ability to prioritise competing demands, manage analytical projects independently and deliver high-quality work to agreed deadlines.	(E)
Ability to collaborate effectively across multidisciplinary teams and build productive working relationships with technical and non-technical colleagues.	(E)
Ability to identify opportunities to improve analytical processes, reporting standards and the effective use of data across teams.	(E)
Experience managing projects involving multiple stakeholders or contributing to cross-functional data and insight initiatives.	(D)

Further Information

Please note that job descriptions cannot be exhaustive, and the post-holder may be required to undertake other duties, which are broadly in line with the above key responsibilities.

[Our values](#) are at the root of everything we do and everyone in our community is expected to demonstrate Imperial:

- Respect
- Collaboration
- Excellence
- Integrity
- Innovation

Employees are also required to comply with all Imperial policies and regulations.

We are committed to equality of opportunity, to eliminating discrimination and to creating an inclusive working environment for all. We encourage candidates to apply irrespective of age, disability, marriage or civil partnership status, pregnancy or maternity, race, religion and belief, gender reassignment, sex, or sexual orientation. You can read more about our commitment [on our webpages](#).