STRATEGIC PLANNING AND INSIGHT OFFICE

JOB DESCRIPTION & PERSON SPECIFICATION

1. JOB INFORMATION

Post Title:	**Senior Planning and Insight Analyst**
Department:	**CU Corporate Services Limited (CUCS)**
Band:	**Manager Band 1**
Salary:	**Competitive starting salary range from £36,072 up to £41,001 per annum (dependent upon experience) with the potential to progress. A discretionary range for candidates with exceptional experience can be discussed/considered**
Mode:	**Full Time, 12 Months Maternity Cover**
Ref No:	**3947**

2. JOB DESCRIPTION

.1 Job Purpose

The postholder will play a pivotal role in advancing the Group's strategic planning and insight practices. Serving as a catalyst for informed decision-making, they will engage in the compilation, analysis, and assessment of data related to students, staff, finances, and spatial utilisation. Collaborating with diverse stakeholders, the individual will extract pertinent insights to guide decision-makers in comprehending trends, addressing challenges, and identifying opportunities, all while actively contributing to the implementation of the corporate strategy.

.2 Main Duties and Responsibilities

1. To undertake data collation, manipulation and analysis of large and complex datasets using a range of software packages and Extract Transform and Load (ETL) tools. Additionally, this role requires the ability to provide valuable insights derived from the data analysis, contributing to a more comprehensive understanding of strategic planning initiatives and enhancing the decision-making process within the team.

2. To analyse and present complex information relating to the Group and the wider Higher Education sector. This will include the creation and dissemination of timely outputs that are tailored to meet the needs of the target audience.

3. To proactively input into the creation and development of new planning models.

4. In collaboration with Senior Business Intelligence Analysts and under the guidance of the Planning and Insight Manager, undertake the design and development of topic specific dashboards adhering to established protocols. Ensure these dashboards augment the Group's existing data portfolio, delivering timely and customised insights to the Group.

5. To develop accurate statistical and predictive models to support forecasting and trend analysis, incorporating appropriate data sources and methods that contribute to data driven insights across the Group.

6. Facilitate the timely analysis and development of the relevant key performance indicators to optimise the Group's strategic positioning. Identify opportunities for growth and areas for improvement to enhance overall performance.

7. Collaborate extensively with various stakeholders to comprehend, collect, and document reporting and insight needs.

8. To maintain relationships with external stakeholders, government bodies, industry partners, and other educational institutions. Represent the Group at relevant conferences and events.

9. To provide insight and expert advice to other staff within the Group in relation to the structure and content of relevant datasets that support institutional reporting. This will include ensuring data is acknowledged as an asset and where data quality issues exist resolutions are explored.

10. Actively strive to improve the data literacy of colleagues and pinpoint possibilities to leverage reporting software tools and data resources for the Group's advantage.

11. To understand the onwards use of data and to proactively seek opportunities for improving the strategic utilisation and comprehension of data assets and reporting systems within the higher education environment.

12. Undertake a range of project-related work. Using appropriate project development methodologies.

    AND such other duties as are within the scope and spirit of the job purpose, the title of the post and its grading.

.3 Supervision Received:

Responsible to the Planning and Insight Manager

.4 Supervision Given:

None

.5 **Contacts:**

Staff in Colleges
Finance
People Team
Estates
Digital Services and other appropriate University Business Areas across the Coventry University Group
External agencies and other educational institutions

3. PERSON SPECIFICATION

ATTRIBUTES	ESSENTIAL	ADVANTAGEOUS
Education/ Qualifications	Qualified to degree level or substantial relevant experience.	A relevant postgraduate qualification or professional qualification.
Experience (Paid and Unpaid)	Proficiency in the production, interpretation, and reporting of complex data, preferably within the Higher Education (HE) sector. Demonstrable experience of using a range of data analysis and Extract Transform and Load (ETL) tools. Ability to extract meaningful insights from the intricate datasets, contributing to informed decision-making within the context of higher education dynamics. Proven proficiency in developing predictive/statistical models and interpreting their outcomes Strong knowledge of various administrative software packages, particularly databases and advanced Excel functions Extensive experience in effectively communicating complex analysis outputs to diverse audiences using various methods (reports, presentations, etc.) and visualisations through appropriate software Experience of project-based activities.	Experience of working in a Higher Education environment. Experience of Tableau, Business Objects, Alteryx or Tableau Prep. Experience of statistical methods and packages (SPSS, R, NViVO) to support quantitative and qualitative analysis. Experience of SQL Experience of developing Salesforce CRM reporting solutions

Job-related skills/ Aptitudes	Exceptional methodical, organisational, and analytical skills with a robust problem solving capability. Strategic thinker adept at utilising data to inform decision making. Proficient in identifying and resolving business challenges through data analysis Commitment to ethical use of data and adherence to data privacy regulations Strong communication skills, capable of clearly conveying complex outcomes to nontechnical stakeholders Accurate and organised under pressure, demonstrating excellent organisational skills. Self-sufficient and proactive team player, collaborating effectively across teams. Capable of managing and delivering a demanding workload Ability to work to tight deadlines and adept at handling changes to priorities	
Interpersonal Skills	Confident, motivated and organised approach to work. Ability to engage and communicate effectively with a range of people at all levels and in different contexts. Demonstrates proactive and innovative approaches Applies discretion and sensitivity in handling personal data and confidential information	

Other Requirements	Good personal organisation Ability to work flexibly and at appropriate hours to meet peak workloads.	