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| **Position Description** |

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| **Analytics Officer** | |
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| **Position No:** | 50029189 |
| **Department:** | Marketing and Recruitment |
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| **Campus/Location:** | Melbourne (Bundoora) |
| **Classification:** | Higher Education Officer Level 7 (HEO7) |
| **Employment Type:** | Continuing, Full-time |
| **Position Supervisor:**  **Number:** | Deputy Director, Load Planning & Analytics  50029189 |
| **Other Benefits:** | <http://www.latrobe.edu.au/jobs/working/benefits> |

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

School of       – http://latrobe.edu.au/

**For enquiries only contact:**

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| **Position Description** |

**Analytics Officer**

In supporting the University to become a market leader, the Marketing and Recruitment Division plays a key role in the development of customer growth and market strategies.

To enable the University to successfully compete in a future deregulated and increasingly competitive market, the organisation will require capabilities to deliver real time analytics, insights and competitor intelligence to inform market, product development, student acquisition and retention strategies.

To this end, a Market Strategy Unit within the Marketing and Recruitment Division has been established to bring together Analytics, Market Research & Market/Product Strategy.

### Purpose

The Analytics Advisor is expected to support the identification and effective utilisation data from sources internal and external to La Trobe to provide informed analysis on international and local markets, competitors, customers and products to inform the provision of strategic advice to the University.

**Key Areas of Accountabilities:**

**Analytics and Reporting**

* Under broad direction, contribute to the provision of quality management information reports and analysis that inform business operations and strategic positioning for the Market Strategy Unit, La Trobe International, Colleges and the University.
* Participate in the development and management of forecasting and other predictive models.
* Support the Market Strategy Unit’s collaborative work with Colleges and other administrative Divisions in achieving the University's strategic goals by:
* Researching, analysing and reporting on education industry data from Australia and other countries which will support the development of country-specific marketing and recruitment plans and inform strategic decisions regarding new market and product development opportunities.
* Supporting the designing, developing, implementing and/or coordinating processes for customised reporting for the Colleges and the University to inform international marketing, recruitment planning, strategic and pricing decisions.
* Undertake data mining, modelling (including predictive and propensity modelling) to and analytics to generate meaningful insights.
* Developing effective presentations for University forums in support of marketing plans which will identify specific market trends and inform development of new business opportunities.
* Support the analysis of market intelligence and information that identifies potential directions for growth, new market and product developments to support domestic & international recruitment and partnership opportunities.

**Data Management**

* Identify, utilise and assist in managing all relevant internal and external sources of market, competitor, customer and product data to provide additional insights to market and product development, customer experience and recommendations for market research projects.
* Working closely with key stakeholders, develop quality assurance procedures to ensure the integrity of data entry and systems rules development.

**Key Selection Criteria**

* A degree in mathematics, statistics, marketing or other relevant discipline area with at least four years experience in a related field or an equivalent combination of relevant experience and/or education/training.
* Demonstrated experience in the management and delivery of a market analysis, commercial analysis or market research function in a complex organisation including (but not limited to), data analysis and interpretation and report production.
* Demonstrated experience in the use of applied statistical techniques in the areas of data mining, modelling and/or predictive analytics to achieve business insights
* Well developed conceptual, analytical, research and problem solving skills including the analysis and interpretation of data.
* Well developed skills to plan, work to deadlines and coordinate and manage projects involving colleagues from across a complex organisation.
* Good interpersonal and communication skills with proven ability to establish effective relationships with internal and external agencies and contacts, customers and colleagues.
* Demonstrated ability to develop, support and work within collaborative work teams to achieve results.
* Demonstrated strong commitment to the provision of excellent customer service, and evidence of exceeding customer expectations.
* Excellent verbal and written communication skills including the development of effective visual presentations based on data analysis.
* Experience with analytical, statistical, database and graphical computer packages (ideally including Excel, Access, SPSS & Business Objects)

**La Trobe Values**

At La Trobe we:

* take a world view
* pursue ideas and excellence with energy
* treat people with respect and work together
* are open, friendly and honest
* hold ourselves accountable for making great things happen.

For Human Resource Use Only

Initials: Date: