

## Position Description

### Market Insights Manager

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<b>Position No:</b>	50143986
<b>Department:</b>	Market Strategy and Partnering
<b>Division:</b>	Marketing and Recruitment
<b>Campus/Location:</b>	Melbourne (Bundoora)
<b>Classification:</b>	Higher Education Officer Level 9 (HEO9)
<b>Employment Type:</b>	Continuing, Full-time
<b>Position Supervisor: Number:</b>	Director, Commercial Analytics 50029189
<b>Other Benefits:</b>	<a href="http://www.latrobe.edu.au/jobs/working/benefits">http://www.latrobe.edu.au/jobs/working/benefits</a>

Further information about:

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

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#### For enquiries only contact:

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# Position Description

## Market Insights Manager

### Position Context

The Marketing and Recruitment Division plays a key role in the development of customer growth and stakeholder engagement strategies across all available markets and channels including domestic, regional, international and online markets.

The primary purpose of this position is to:

- Provide high quality and actionable customer and market insights, including current and future student, economic, industry and occupation demand, to support La Trobe University's strategic and tactical decision making.

### Duties at this level may include:

- Responsible for identifying, analysing and preparing detailing insights reporting on trends influencing and within the higher education sector.
- Responsible for monitoring and analysing competitors positioning, marketing activities and customer strategies.
- Responsible for managing research partner relationships to initiate and complete research projects that are delivered on time to, to specification and within budget;
- Responsible for leading market research agencies and stakeholders in the analysis and interpretation of qualitative and quantitative research to identify customer insights and commercial opportunities;
- Responsible for stakeholder engagement and management to ensure research findings are correctly interpreted and applied;

### Key Selection Criteria may include:

- A relevant tertiary qualification, preferably in business, marketing or commerce, with a significant focus on quantitative data analysis or statistics.
- 5+ years' experience in managing customer and market insights or market research projects or analysing customer and competitor markets.
- Proven experience in integrating multiple data sources to observe and report on trends and issues
- Knowledge of different qualitative and quantitative research methodologies and experience in delivering insights that lead to informed business decisions
- Strong experience presenting findings in a language and format that makes the information accessible and understandable to non-research/technical audiences
- Highly proficient in data analysis software including data presentation in Excel, report writing in Word and presenting information in PowerPoint
- Excellent verbal and written communication skills including the ability to collaborate with cross-functional groups
- Advanced MS Excel experience, and excellent problem solver with a numerical mind and strong business acumen

### Desirable:

- Experience in a research agency environment or research role or a consulting background would be an advantage

## **Essential Compliance Requirements**

To hold this La Trobe University position the occupant must:

- hold, or be willing to undertake and pass, a Victorian Working With Children Check; AND
- take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.

## **La Trobe Cultural Qualities**

Our cultural qualities underpin everything we do. As we work towards realising the strategic goals of the University we strive to work in a way which is aligned to our four cultural qualities:

- **We are Connected:** We connect to the world outside — the students and communities we serve, both locally and globally.
- **We are Innovative:** We tackle the big issues of our time to transform the lives of our students and society.
- **We are Accountable:** We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest standard.
- **We Care:** We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities.

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For Human Resource Use Only

Initials:    Date: