

Head of market research

Role Brief

Directorate	Marketing & communications
Base location	Bristol, Harwell, London and Manchester
Grade	B 18
Date	September 2016
Reports to	Director Jisc Group insight
Responsible for	Research manager (product & improvement) and research manager (satisfaction)

1. Background

Jisc is the UK higher, further education and skills sectors' not-for-profit organisation for digital services and solutions.

We:

- Operate shared digital infrastructure and services
- Negotiate sector-wide deals with IT vendors and commercial publishers, and
- Provide trusted advice and practical assistance for universities, colleges and learning providers

This role sits in in the marketing & communications directorate and reports to the director Jisc Group insight who will hold the formal reporting line.

The newly established function, insight, helps Jisc listen and respond to members by taking a 'member-led' approach.

Insight shapes Jisc's understanding of membership by profiling across sectors, member types and audiences. We listen to our members carefully, across a range of engagement and service delivery mechanisms.

We contribute to Jisc's decision making by championing the 'member voice' by providing reports on satisfaction. Working with colleagues across marketing & communications, we help determine the shape of the member experience more generally.

Finally we help Jisc respond to the insights of members by supporting improvements and enhancements to Jisc's activities, ensuring we meet member experience targets.

2. Purpose and Scope

The head of market research will bring distinctive research expertise and professionalism to Jisc's approach to listening to members.

The post-holder will establish a new research team, providing the 'heartbeat' of member experience.

Building on recent work to understand the member experience and new annual satisfaction surveys for leaders and managers, the post-holder will lead the development and delivery of a 'listening strategy'. This work will ensure Jisc

listens across all aspects of delivery and engagement: sectors, products and membership touchpoints. The post-holder will work with a range of colleagues across Jisc, to ensure we are able to access insight from a diverse range of interactions.

Improving member satisfaction is a strategic concern for Jisc. The post-holder will be expected to establish a robust reporting framework that provides Jisc leadership and management with up-to-date views on satisfaction, while trialling and introducing approaches enabling Jisc members to access views.

In time, we aim to establish Jisc as a leading membership organisation, recognised as providing an outstanding member experience.

From the start, the post-holder will work closely with other insight leads to ensure Jisc listens and responds to members, using their insights to evolve our approach and drive a demonstrable increase in member satisfaction.

3. Key Accountabilities and Role Outputs

Responsibilities will be expected to be developed and finalised over time and will include but will not be restricted to:

Understanding how our audiences experience Jisc

- Designing and implementing a 'listening strategy'
- Ensuring effective management and co-ordination of member insight
- Understanding Jisc's member experience within a wider sector context

Understanding member experience

- Ensuring the team delivers a range of satisfaction surveys, capturing views across the full range of touchpoints and utilising periodic satisfaction surveys with key audiences
- Reviewing monthly analysis (by team) and proactively identifying any trends and opportunities

Understanding problems and opportunities

- Ensuring the team delivers a range of qualitative and quantitative research projects to inform the development of products and experience
- Reviewing monthly analysis (by team) and proactively identifying any trends and opportunities

Provides oversight to Jisc's research activities

- Ensuring effective management and oversight of Jisc research, working with colleagues across the Jisc Group

Reporting

- Devising a standard satisfaction reporting framework
- Ensuring team maintains an up to date view of Jisc's member and audience satisfaction
- Acting as a major contributor to monthly member voice reports & quarterly insight reports

Improving member experience

- Acting as Jisc's internal expert on research and satisfaction matters
- Working closely with the director of insight to ensure Jisc listens and responds to members

Effective resource management

- Setting up the member experience team responsible for managing business as usual activities
- Briefing and overseeing the workload of allocated staff, monitoring outputs and providing advice and coaching, in order to ensure achievement of project objectives

- Monitoring, analysing and evaluating outcomes, identifying opportunities to improve performance and identifying lessons learnt to inform future activities
- Managing financial budgets, ensuring financial resources are appropriately targeted, expenditures are controlled and excellent value for money is achieved

4. Skills, Knowledge and Experience

	Essential	Desirable
Qualifications	Degree or equivalent	Relevant market research qualification Project management qualification
Experience	Significant experience in shaping and delivering programmes to monitor customer satisfaction performance A track record of successful project management at a senior level with a proven ability to manage multiple tasks, projects and priorities Experience of successful problem solving and identifying effective solutions in complex organisations	Experience of service &/ or user experience design
Knowledge	Demonstrable knowledge of latest current market research industry techniques to drive increases in satisfaction, including expert use of Net Promoter Score (NPS) and Customer Effort Score (CES) Knowledge of legal responsibilities in data handling	Appreciation and understanding of the work of Jisc
Skills	Excellent research skills, matched with a highly analytical approach Strong written and verbal communication skills, producing impactful, short, simple and easy to read reports Ability to distil and communicate complex ideas simply Strong team-working, persuading and negotiating skills, including the ability to co-ordinate activity across diffuse parts of an organisation	

General	Flexibility to travel as required to meet the demands of the position	
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5. Key Contacts

Internal

- Members of executive leadership team & directors and senior managers across the Jisc Group
- Directors of marketing, communications & product and relevant teams
- Directors of sales and member relations
- Chief executive's office and strategic support unit
- Other colleagues from across the Jisc Group

External

- University and college (member) audiences at all levels
- Specialist suppliers and consultants

IMPORTANT ADDITIONAL INFORMATION

The director Jisc Group member experience will discuss all elements of the role brief with the appointee on appointment and after six months, recognising that some elements may need changing.

The above is provided for guidance, is not contractual, and is not an exhaustive list of all accountabilities that the post-holder may have.