

Insight Officer

Job Summary

We are seeking a highly motivated and professional individual to join the Planning & Student Records Department as an Insight Officer. This role is central to supporting the University's strategic and operational decision-making through the collection, analysis and communication of high-quality data and market insight. Working closely with the Planning Manager, Insight Analyst and colleagues across the University, you will help ensure that evidence-based insight informs enhancements to student recruitment, portfolio development, teaching and learning, and wider institutional performance.

Robert Gordon University is committed to delivering an outstanding student experience and making informed decisions based on robust data and analysis. The Insight Officer will contribute to this by supporting the development of reports, dashboards and market intelligence products that draw on both internal and external data sources, including UCAS, HESA and other sector datasets. The role will also support the delivery of institutional surveys and research activities, helping to generate actionable insight into student behaviour, market trends and organisational performance.

We are looking for someone with experience of working with datasets and presenting information in a meaningful and accessible way. You will have strong analytical skills and be comfortable using tools such as Excel and data visualisation platforms including Tableau or Power BI to identify trends, support reporting and communicate findings to a range of audiences. An interest in market research and the ability to interpret data from multiple sources to support decision-making will be important.

You will demonstrate excellent organisational skills, attention to detail and a commitment to data quality and accuracy. Strong communication and interpersonal skills are essential, as the role involves working collaboratively with Academic Schools and Professional Services to understand information requirements and deliver relevant insight. Experience of data analysis, market research, survey activity or reporting within a higher education, business or research environment would be advantageous, along with an

understanding of data protection requirements and the importance of maintaining confidentiality when working with sensitive information.

This is a permanent, full-time role.

For further information, please contact Duncan Young d.a.young1@rgu.ac.uk

In keeping with RGU's commitment to work/life balance you will have the opportunity to work from home for a portion of the working week and also benefit from a generous pension scheme, 46 days annual leave (including statutory days) an onsite nursery and sports centre, as well as a range of voluntary health and travel benefits.

We are committed to attracting and engaging a diverse range of staff and fostering a culture where everyone feels welcome, comfortable to express their ideas, and can reach their full potential. For more information, please visit [Our Diverse Workforce](#) pages.

Job Description

RESPONSIBLE TO: Planning Manager

RESPONSIBLE FOR: N/A

PURPOSE OF POST: The Insight Officer will assist in the collection, analysis, and dissemination of key data to support the organization's decision-making processes particularly in the area of market insight. This role is responsible for maintaining data accuracy, providing basic analyses, and supporting the Insight Analyst in producing comprehensive reports and actionable insights. The Insight Officer will work closely with various teams to ensure that high-quality data informs both strategic and operational decisions across the institution.

PRINCIPAL DUTIES

Data Collection & Maintenance

- Collect, clean and maintain internal and external datasets relevant to organisational priorities.
- Ensure data accuracy and integrity through routine quality checks and issue resolution.
- Support the delivery of institutional student evaluation surveys and related fieldwork.

Support Insight Generation

- Assist the Insight Analyst in analysing data, identifying trends and producing reports that support strategic goals.
- Provide analysis and summaries using tools such as Excel, Tableau, Power BI and SQL.
- Support analysis of University and external datasets (including UCAS, HESA and other public or commercial sources) to generate customer, market and performance insight for institutional decision-making.
- Help create dashboards, reports, presentations and data visualisations for stakeholders across the University.
- Support qualitative market research to inform portfolio development and understanding of key market segments.
- Work with colleagues to provide market insight and analysis in support of departmental and institutional priorities.
- Support the provision of market insight relating to UK and international student markets, portfolio development and student recruitment.
- Gather and interpret information from relevant stakeholders to support market research activities.
- Support marketing, student recruitment and widening participation activity through data analysis.
- Produce ad hoc reports and analysis on topics of institutional interest.

Stakeholder Engagement

- Collaborate with colleagues to understand data and insight requirements.
- Develop effective working relationships across Academic Schools and Professional Services.
- Communicate findings clearly to technical and non-technical audiences.
- Handle sensitive information with tact and diplomacy.

Database & System Management

- Maintain and update databases and dashboards, ensuring information is accurate, accessible and current.
- Assist in the use and development of data visualisation and reporting platforms, including Tableau and Power BI.

Administrative & Project Support

- Support the timely completion of reports, project tasks and data requests.
- Maintain documentation, procedures and records relating to data activities.
- Provide planning, insight and analytical support to the wider Planning & Student Records Department as required.
- Ensure compliance with data protection legislation, University policies and information governance requirements.

Person Specification

ESSENTIAL REQUIREMENTS

Qualifications and Professional Memberships

- First degree related to Business or Data Analysis or equivalent experience.

Knowledge & Skills

- Proficiency in using Microsoft Excel for data manipulation and reporting
- Knowledge of data visualisation and data analysis tools (e.g., Tableau, Power BI)
- Ability to gather, organise, and interpret data from various sources
- Strong attention to detail in data handling and report preparation
- Strong written and verbal communication skills, with the ability to present data clearly
- Ability to work effectively as part of a small team
- Ability to collaborate effectively with colleagues from various departments
- Excellent organisational and time management skills
- Ability to manage multiple tasks and work within deadlines
- An understanding of data protection and its application to reporting personal data

Experience

- Experience of working with datasets, including data cleansing, manipulation, and basic analysis
- Experience of data analysis and visualisation
- Experience of combining complex information from multiple data sources to support analysis and reporting.

- Experience of communicating complex information effectively to both technical and non-technical audiences.
- Experience in a data or research role, ideally within education, marketing, or business analysis
- Maintenance of high customer standards

DESIRABLE REQUIREMENTS

Qualifications and Professional Memberships

- Further qualification in a relevant subject area, such as data analytics or marketing.
- Membership of the Market Research Society, Chartered Institute of Marketing, AHEP or relevant professional body

Knowledge & Skills

- Further training or certification in data analysis or data management tools (e.g., Tableau, Power BI)
- Understanding of databases and basic SQL queries
- Understanding of approaches to quantitative and qualitative market research
- Working knowledge of data preparation and ETL Tools (e.g. Alteryx or other)
- Knowledge of the Higher Education sector

Experience

- Experience in survey design, execution and analysis and other standard research techniques
- Experience of using Tableau to analyse data and create visualisations

Behaviours

Behaviour 1: Analysis and research – experience of identifying or designing data gathering and analytical methods appropriate for each investigation and producing reports that identify key issues and findings.

Behaviour 2: Communication - Ability to receive, understand and convey both straightforward information, and information requiring careful explanation, in a clear and accurate manner

Behaviour 3: Service Delivery - Experience of giving customers a positive and satisfactory service, by providing accurate and up to date knowledge of services available in own and related areas of work

Behaviour 4: Decision Making - Experience of using own judgement to make decisions, making collaborative decisions with others to reach conclusions and providing advice or information that will influence the decisions of others

Salary: 29588.00 - 32080.00 GBP per Year

Position Type: Full Time , Permanent 35.0 Hours per Week