### Purpose of role

The Planning Performance and Strategic Change Department (PPSC) brings together the planning and analytical functions of the University with strategic change and project and risk management to provide support to business planning, strategy and governance processes.

The Student Analytics Officer is a member of the Student Analytics Team, which supports a range of key activities that are integral to the Division’s remit.

**Analysis and insight:** Acquiring and blending data and research from many sources to carry out analyses of core university activities which insights into past and current performance in a competitive context as well as identifying future opportunities.

**Student population demographics and dynamics:** Analysing detailed data on current and historic enrolments to develop reports on the characteristics of the student population, at University, Faculty, School and course level.

**Student population forecasting:** Combining detailed data on currently enrolled students with intake targets at course level, to generate precise forecasts of student numbers, teaching load and income at course, School, Faculty and University level as the basis for budgeting and recruitment and admissions practices.

**Competitive context analyses:** Providing context and trend analyses for most aspects of position and performance. This means using acquired data from numerous external sources, validating it, aligning it to University structures and purposes and concerns, and determining how to make intrinsically complex relationships understandable.

**Various ad-hoc queries.** The team’s capabilities for acquiring, blending and exploiting large and complex data sets and carrying out analyses to address key business problems is unique within the university, so the team is often asked to support ad-hoc queries.

### Main responsibilities

<table>
<thead>
<tr>
<th>% time per year</th>
<th>Main responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>50%</td>
<td><strong>Student Analytics</strong></td>
</tr>
<tr>
<td></td>
<td>Extract and devise methods of manipulating student-related information from internal student-related business systems as well as external data sources and present this complex information in a clear, understandable way to the wider University community, including</td>
</tr>
</tbody>
</table>
### University Executive Board, Faculty Pro-Vice-Chancellors, and Heads of School to aid strategy development, planning and operational excellence.
- Identify and develop new reporting initiatives with and for Faculties, Schools and Professional Services.

### Position analyses and benchmarking
- Analyse the position and performance of a range of core activities, outcomes and outputs against relevant benchmark groupings, at University, academic unit, subject and course level.
- Use appropriate tools to align unstructured and semi-structured external data with internal data to enable analyses to highlight gaps and opportunities for improvement in areas of strategic importance.

#### 20%

### Student population management and forecasting
- Support processes for determining student intake targets and modelling the applicant and student populations to support the decision-making processes in the Admissions Department in order to deliver the optimum student intake.
- Support work to devise and implement methodologies for forecasting student numbers, teaching load, student income and graduating students, to support the Financial Reporting and Budgeting functions and to support Faculties, Schools and Departments in their financial and workload planning.

#### 10%

### Documentation and quality standards maintenance
- Create and maintain running records of design and development decisions to facilitate team capability to jointly maintain all outputs
- Produce accompanying end user guidance for reports and analytical tools to ensure analytics consumers correctly use and interpret outputs
- Contribute to continuous efforts to improve the quality of underlying data, liaising with other parts of the Division or source data suppliers as needed.
- Work with colleagues to help define, promulgate and meet internal and professional practice standards for analyses, user experience and visualisation via testing, user feedback and iterative development to ensure outputs achieve intended uses and impact.

#### 10%

### Internal Client Relationship Management
- Establish, maintain and develop relationships with agreed internal clients (e.g. Schools, Professional Services), building rapport to better understand current and future support requirements, brokering PPSC services and capabilities (including taking initial briefs) and enhancing the Divisional reputation.
- Record, store and share information relating to clients both informally and formally via a Divisional record/repository.

#### 5%

### Other duties as appropriate to the level of the post

#### 5%
### Person specification

<table>
<thead>
<tr>
<th></th>
<th>Essential</th>
<th>Desirable</th>
</tr>
</thead>
</table>
| **Skills**     | ▪ Understand and interpret complex information and requirements, assess the purpose for which outputs are required, be able to identify relevant data sources, and support, develop and deliver tested solutions using the best suited tools, technologies and methods.  
▪ Ability to innovate and create new solutions to existing problems.  
▪ Ability to manipulate, scrutinise and analyse data and to verify its validity.  
▪ Strong communication and interpersonal skills.  
▪ Ability to take a wider view of the Division’s role and the institutional implications of the work.  
▪ Ability to work cooperatively and flexibly as part of a small team.  
▪ Strong interest and ability in data discovery and information and report design.  
▪ Understanding and experience of analytical and statistical techniques and software tools.  
▪ Awareness of emerging technologies and practices in data analysis and visualisation. |                                                                                   |
| **Knowledge and experience** | ▪ Proficiency with data analysis and visualisation tools and technologies  
▪ Ability to join and manipulate large and disparate data sets.  
▪ High level of general IT skills, including database creation, development, and maintenance.  
▪ Good awareness of the need for data security and compliance with data protection legislation  
▪ Relevant experience.  
▪ Knowledge/experience of Tableau, Alteryx or comparable tools and technologies is highly desirable  
▪ Knowledge/experience of SQL, VBA, D3, OBIEE or comparable tools and technologies. |                                                                                   |
| **Qualifications, certification and training (relevant to role)** | ▪ First degree or relevant formal training.  
▪ First degree in a numerate subject. |                                                                                   |

The University of Nottingham is focused on embedding equality, diversity and inclusion in all that we do. As part of this, we welcome a diverse population to join our work force and therefore encourage applicants from all communities, particularly those with protected characteristics under the Equality Act 2010.
Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University’s strategy, vision and values. The following are essential to the role:

Valuing people
- Is always equitable and fair and works with integrity. Proactively looks for ways to develop the team and is comfortable providing clarity by explaining the rationale behind decisions.

Taking ownership
- Is highly self-aware, looking for ways to improve, both taking on board and offering constructive feedback. Inspires others to take accountability for their own areas.

Forward thinking
- Driven to question the status quo and explore new ideas, supporting the team to “lead the way” in terms of know-how and learning.

Professional pride
- Sets the bar high with quality systems and control measures in place. Demands high standards of others identifying and addressing any gaps to enhance the overall performance.

Always inclusive
- Ensures accessibility to the wider community, actively encouraging inclusion and seeking to involve others. Ensures others always consider the wider context when sharing information making full use of networks and connections.

Key relationships with others

- **Line manager**
  - **Student Analytics Team Leader**

- **Role holder**
  - **Student Analytics Officer**

- **Key stakeholder relationships**
  - **Colleagues**
  - **Students**