

JOB DESCRIPTION

Job Title:	Data and Evaluation Officer
Department / Unit:	Marketing and Communications
Job type	Professional Services
Grade:	Grade 6
Accountable to:	Head of UK Recruitment (Education)
Accountable for:	n/a

Purpose of the Post

The Student Recruitment group of the Directorate of Marketing and Communications combines the areas of UK, International Student recruitment and Widening Access. The post of Data and Evaluation Officer is located in the UK Recruitment (Education) team, however works across the wider Directorate on student recruitment activities.

The Data and Evaluation Officer will be responsible for collecting, evaluating and reporting on data that contributes to the College's Access and Participation Plan and to the wider student recruitment team's activity. The post-holder will provide operational data to help inform the College's widening access strategy in order to meet the requirements of the Office for Students, College's set KPIs and the Widening Access agenda.

The post holder will be responsible for developing robust targeting methodologies devising and implementing strategy for evaluating student recruitment activities. They will ensure such strategies are robust and aligned to the aims and objectives of the directorate. The post-holder will provide management information, interpretation and analysis about the impact of activities on the progression of young people to Higher Education; lead on the development and roll-out of training, toolkits and resources relating to the evaluation of activities.

Key Tasks

1. Design, collate and analyse qualitative and quantitative evaluation of activities connected to student access and recruitment across the College, ensuring data is accurate and supports the evaluation and review of activities that contribute to the success of the Access and Participation Plan.
2. Collate and analyse demographic information in line with data collected by the Widening Access team and the wider Student Recruitment teams, prepare reports and maintain databases to ensure the team have the necessary up to date information and that relevant departments across the College are informed of the impact of their initiatives.
3. Provide data based reports, analyse and develop targeting methodologies for use by the Student Recruitment teams on a regular basis.
4. To work with activity organisers to evaluate the impact of events. This shall include developing new evaluative methodologies, conducting fieldwork, and analysing and presenting data.
5. Assess and report on key findings from the widening access and student recruitment team's activities to update the team on progress towards KPIs and to provide the teams with appropriate information that will inform their practice.
6. Liaison with the Strategic Planning team with regards to preparing and developing evaluation directives on access and prepare data necessary to the Annual Participation Plan.
7. Support Student Recruitment in ensuring compliance with data protection policies and procedures and the correct use of data as set by the College.

8. Provide scheduled and ad hoc statistical reports that range in complexity, to meet the wide-ranging data requirements of the Student Recruitment teams to support their functions and processes.
9. Assist in maintaining a calendar of reports required by the student recruitment teams on a regular basis and make suggestions regarding automation of data.
10. Maintain and continually develop advanced technical skills particularly in data manipulation and analysis. Specifically, although not exclusively, in the use and application of Business Objects, MS Excel, Qlikview and other software packages.
11. Maintain accurate and GDPR compliant records of young people who participate in the Widening Access' teams programmes, including using the Higher Education Access Tracker for the monitoring and analysis of participant data.
12. Assisting with the running of on-campus events including Open Days, Applicant Visit Days and high profile inward visits, as required.
13. Adhere to the College values and stay informed of the College strategy and other news that may affect the higher education sector.
14. Any other duties as required by the Head of UK Student Recruitment (Education) that are commensurate with the grade.

Other Duties

On occasion the role requires the need to work unsocial hours during the evening and weekends.

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.

The successful applicant will be required to pass a Disclosure and Barring Service check.