

Job Description

Name:	
Title: Market Intelligence Executive	Department: Sales
Reporting to: Strategic Market Intelligence Manager	Grade: 6
<p>Job Purpose:</p> <p>The Market Intelligence Executive will undertake various types of activity to support the Strategic Market Intelligence Manager; focusing on undertaking desk research and analysis culminating in commercial opportunities to help generate more income and to raise the profile of the Ascentis brand. The role will be required to build and retain a strong understanding of Ascentis, as well as relevant competitor products and services, in order to identify commercial opportunities and threats within the marketplace.</p> <p>Job Responsibility:</p> <p><u>Core Duties</u></p> <p>In this role you will be required to:</p> <ol style="list-style-type: none"> 1. Conduct desk research and analysis which will inform new business opportunities, including partnerships and collaborations, recruitment of new centres and the development of qualifications and other products; 2. Compile market intelligence from a variety of sources with differing formats; processing and entering large volumes of data to create and update sector dashboards and reports; 3. Communicate the outcomes of research activity to the relevant audience via publications and presentations; putting across technical information in easy-to-understand ways, including the use of graphics; 4. Conduct and contribute to competitive analysis activity; 5. Contribute to the development of project proposals and bids for funding; 6. Under the guidance from the Strategic Market Intelligence Manager research and identify relevant tenders for application, find out more about the industry or service the bid is for, research clients to find out their needs and values; create potential target lists for Sales colleagues; 7. Liaise with other departments and staff in a timely and structured fashion to retrieve all information necessary to complete proposals; 8. Establish a 'knowledge bank' of information to support the bid process through consulting relevant stakeholders, carrying out data analysis, reviewing literature and internet searching; 9. Keep accurate records and save material to a 'bid library' for future use, identify and re-work existing pre-written content where relevant; 10. Support the product development team, identify opportunities for the development of qualifications and related products through market research and in response to the regional or national agenda or requests from centres; 11. Completing any administrative tasks that will support the Strategic Market Intelligence Manager; 12. Liaise with external and internal stakeholders as necessary; 13. Support the Sales team at events and conferences and, where required, provide support on the day and stay overnight if required; <p><u>Corporate Responsibilities</u></p> <p>The following responsibilities apply to all roles:</p> <ol style="list-style-type: none"> 14. Contribute as required to regulatory compliance and engage with other processes including business continuity, risk management and the internal audit process; 15. Contribute to the improvement of customer service; 16. Undertake any other responsibilities or tasks that are within the employee's skills and abilities whenever reasonably instructed commensurate to this role. 	

Job Description

General Responsibilities for all Staff

As a member of staff at Ascentis you will be expected to:

17. Understand and be committed to the Ascentis Vision;
18. Work hard and flexibly to achieve your targets and those of the Company and be positive at all times;
19. Actively support a problem-solving culture within your team by seeking to remove any barriers that stand in the way of achieving our targets;
20. Work flexibly to meet the needs of our customers;
21. Implement strategies to achieve continuous improvement in your own performance.

Success Measures

- Effective coordination and delivery of targeted research activity within given timeframes
- To deliver detailed research analysis of competitor products/services to inform business activity
- Has continually met frequent deadlines
- Maintained a high level of record keeping
- Proven consistent attention to detail
- Successfully built and maintained strong team relationships

Status of this Job Description

The above job description is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

Accountability and Key Contacts:

Accountability

Strategic Market Intelligence Manager, Head of Sales, Commercial Director

Key Contacts

- Staff at all levels in Ascentis – primarily the Sales department
- Current, new and potential customers
- Contractors and external suppliers
- Stakeholders at all levels
- Regulatory authorities, sector skills councils, funding agencies and other relevant departments or bodies

Key Attributes (E-Essential, D-Desirable, P-Potential):

1. Highly numerate with proven analytical experience (E)
2. Experience of conducting research and knowledge of how to apply different research methods (E)
3. Excellent project management skills with ability to organise and prioritise (E)
4. Ability to prepare professional reports and documents (E)
5. Commitment to a high standard of customer service (E)
6. Positive attitude to change, development and quality (E)
7. Excellent verbal and written communication skills (E)
8. Effective team member (E)
9. Competent and experienced in the application and operation of ICT, in particular for database operations (E)
10. Ability to achieve agreed targets and to work to deadlines (E)
11. Experience of presenting reports/research outcomes to others (D)
12. Possess degree level qualification or equivalent professional experience (D)

Agreed:

Post Holder _____

Date _____