



Job description

Insights Manager (Recruitment)

July 2024

Company context

INTO's mission: Transforming international student academic and career success through exceptional university partnerships.

INTO University Partnerships is an independent organisation committed to expanding higher education and career opportunities for students across the globe.

We believe in the power of education to transform lives. We believe that movement of students leads to movement of ideas, which in turn creates better and more successful societies.

We connect students seeking quality international education with leading universities worldwide aspiring to widen their global reach and impact. Achieving the best learning experience and career prospects for students is central to our mission.

Since our inception in 2005, INTO has pioneered innovation in international education and created groundbreaking partnerships with 30 universities in the US, UK and Australia. We have so far helped more than 130,000 students from 190 countries realise their dream of achieving a degree from a world-class university. We also equip students to get a head start in building a career. We do this by offering exceptional academic and employability skills programmes.

We are active in over 120 countries and provide unrivalled personalised service to international students with more than 1,500 experienced staff worldwide and a global network of 2,000 recruitment partners.

Our websites have details of how we are organised and our outstanding achievements so far:

www.intostudy.com

www.intofuture.com

www.intoglobal.com

www.into-giving.com

Role context

Our Data Analytics, Market Research and Insights team, deliver expert and trusted support across our operations globally, supporting internal business customers, university partners and external organisations in the sector with whom we are working.

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This exciting and dynamic role is focused on providing Insights business partnering to our Chief Recruitment Officer and the Global Recruitment Unit (GRU) leadership team, which manage our sales activities with thousands of recruitment partners across the world.

Understanding the shifting landscape of international student mobility, in the context of evolving geopolitics, and national strategies for economic development and education will be essential to this individual's ability to support our GRU team. This knowledge coupled with strong analytical and business partnering skills, will be essential to act as a critical friend, helping the team contextualise performance alongside market trends, whilst exploring opportunities for growth.

The postholder will be a confident communicator, someone who is able to find stories in data, and synthesise information available from a variety of sources to arrive at actionable insights.

Reporting line

This role reports into the VP, Data Analytics, Market Research and Insights

Key accountabilities and duties

In this highly varied and impactful role, the Insights Manager (Recruitment) will be responsible for a variety of duties, working with GRU and Insights colleagues;

- Influencing GRU senior leadership through robust and persuasive analysis.
- Proactively track regional trends and consider operational or commercial implications for our recruitment activities and associated product and service value propositions
- Creatively source and analyse data (internal and external) that deliver new insights regarding market trends, forecasting and performance benchmarking.
- Consolidate and validate market and competitor intelligence into succinct briefings that inform leadership decision-making.
- Upskill regional office teams in how best to access and utilise available market intelligence resources, to inform their activities.
- Support research and thought leadership activities across our regions
- Provide business case support and evaluation on new business and student recruitment initiatives, ensuring we're able to robustly consider impact and return on investment.

The job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request. We reserve the right to introduce changes in line with technological developments which may impact upon your job duties or methods of working.

Location

The post is primarily being advertised in the UK where the team are based (Brighton – head office for regular meetings although the team generally work remotely) but we are also open to the role being based from our Hong Kong office, where several members of our GRU leadership are based.

International travel may be necessary on occasions and flexibility is required to meet the demands of the post, which might on occasion include working outside normal hours to accommodate meetings across timezones. The post holder may be reasonably required to work from any INTO or partner location at any time.

Safeguarding

As part of our safeguarding procedures, applicants are asked to note that:

- references will be followed up;
- all gaps in CVs must be explained satisfactorily;
- proof of identity and (where applicable) qualifications will be required;
- reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- appropriate suitability checks will be required prior to confirmation of appointment.

This role may meet the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. If so, all applicants who are offered employment will be subject to a Disclosure and Barring Service check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

Please see the next page for person specification...

Person specification

Legal status	<ul style="list-style-type: none"> • Eligibility to work in either UK or Hong Kong
Education/ qualifications	<ul style="list-style-type: none"> • Highly numerate and detail oriented individual, most likely educated to degree level. • Fluent in English.
Experience/skills	<ul style="list-style-type: none"> • Demonstrable experience in managing delivery of complex and rigorous business/market analyses, that offer clear actionable insights to key decision makers. • Strong business partnering skills – experience of influencing decision makers at a senior level. • Data storytelling – bringing data to life for individuals through interesting and innovative approaches to visualisation. (at INTO we utilise tools like Power BI) • Excellent quantitative analysis skills and data modelling, with ability to use enterprise data management/querying tools (e.g. advanced Excel / SQL / DAX) • Highly confident communicator and presenter. • Managing delivery of commercially complex and sensitive projects - excellent time management and organisational skills. • Understanding and professional engagement with higher education sector, or international student mobility would be highly beneficial. • Experience of working in a commercial environment desirable.