**JOB TITLE:** Senior Market intelligence Analyst

**RESPONSIBLE TO:**  CFO

**ACCOUNTABLE TO:** CEO

**LINKS TO:** Executive Leadership Team, Marketing, BI, Finance

**JOB PURPOSE:**

We are seeking a highly analytical and detail-oriented Market Analyst to support our growing business. This role is crucial in helping us make informed investment decisions by providing in-depth market analysis, understanding sub-segments, demographic trends, and forecasting opportunities in new markets. The Market Analyst will work closely with the COO, CFO, and Commercial Director to shape our investment strategies and ensure we have a thorough understanding of the markets, with a particular focus on the education sector and special needs units.

**KEY ACCOUNTABILITIES:**

Market Research & Analysis:

* Conduct thorough market research on new segments, demographics, and trends, particularly focusing on the education sector and special needs units.
* Analyse potential market demand and complexity for various sectors, including further education.
* Identify addressable markets and create comprehensive market analysis reports to guide management decisions.

Project Involvement:

* Lead market research for key projects by analysing different segments and geographies to assess opportunities.
* Work directly with the FP&A and BI teams to gather, analyse, and interpret data relevant to our strategic goals.

Collaboration:

* Collaborate with the Business Intelligence and Finance teams to build a robust dataset (including annual reports such as Ofsted data) and to provide insights for better decision-making.
* Work closely with senior leadership (COO, CFO, and Commercial Director) to advise on market trends and recommend strategic moves.

Vendor Analysis:

* Evaluate the current practice of consulting external vendors and propose internal solutions that provide better, more customised insights into the market.

**EXPERIENCE & QUALIFICATIONS:**

* Educational Background:
  + Degree in Business, Economics, Marketing, or a related field. A master’s degree is a plus.
* Experience:
  + Proven experience in market analysis or research, ideally within the education or special needs sector.
  + Understanding of investment processes, market segmentation, and demographic trend analysis.
  + Previous experience working directly with senior leadership and influencing decision-making processes is highly desirable.
* Technical Skills:
  + Strong proficiency in market analysis tools and business intelligence platforms.
  + Advanced proficiency in Excel and experience with financial models.
  + Experience working with large datasets and generating actionable insights from complex data.
* Soft Skills:
  + Excellent communication and presentation skills, with the ability to translate complex data into clear recommendations.
  + Ability to work in a fast-paced, evolving environment and manage multiple priorities.
  + Strong analytical andcritical thinking skills, with a proactive approach to solving problems.

**QUALITIES AND BEHAVIOURS:**

* Hold and articulate clear values
* Demonstrate optimistic personal behaviours, positive relationships and attitudes towards colleagues, and wider internal and external contacts
* Lead by example, demonstrating integrity, creativity, resilience and clarity
* Highly motivated and resilient

**ADDITIONAL REQUIREMENTS:**

* Act as an ambassador for Outcomes First Group
* At all times promote and comply with organisations commitment to safeguarding, equal opportunities and health and safety

Please note the role specification is subject to change as part of the dynamic nature of the business.

**Job Holder’ signature**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Signed on behalf of Outcomes First Group**

Name: : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Title:

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_