**JOB TITLE:** Market Intelligence Analyst

**LOACATION:** Manchester office 1 day per week (hybrid)

**RESPONSIBLE TO:**  Market Intelligence Manager

**ACCOUNTABLE TO:** CFO

**LINKS TO:** Executive Leadership Team (CEO, CFO, Chief Investment & Strategy Officer), Marketing, BI, Finance

**JOB PURPOSE:**

We are seeking a highly analytical and detail-oriented Market Analyst to support our growing business and market intelligence function. This role is crucial in helping us make informed investment decisions by supporting the production of in-depth market analysis, understanding sub-segments, demographic trends, and forecasting opportunities in new markets. The Market Intelligence Analyst will work closely with the Market Intelligence Manager as well as Exec teams 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:

* Assist in conducting thorough market research on new segments, demographics, and trends, particularly focusing on the education sector and special needs units.
* Gather and organise data and analysis on potential market size, competitors, sector developments and complexity for various education sub-sectors.
* Support the preparation of comprehensive market reports and presentations to guide management decisions.

Project Involvement & Collaboration:

* Support the Market Intelligence Manager in research for key projects, including compiling data and conducting preliminary analysis.
* Help maintain and update market intelligence databases, including collaboration with BI & Finance teams to provide insights for better-decision making.
* Work closely with the Market Intelligence Manager to advise senior leadership (CFO, and Chief Investment & Strategy Officer) on market trends and recommend strategic moves.

**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 insight, analysis or research, ideally within the education or special needs sector.
  + Proficient in sourcing, utilising, and synthesising data from multiple sources including both internal and external data sets.
  + Understanding of market sizing, market segmentation, and demographic / firmographic trend analysis.
  + Previous experience supporting the production of outputs and analysis for senior leadership and to influence decision-making processes is highly desirable.
* Technical Skills:
  + Proficiency in desk research, market analysis tools and business intelligence platforms.
  + Proficiency in Excel and some experience with financial / market models would be desirable.
  + 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 outputs and 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.
  + Competency in an additional language (e.g. German, Italian, Arabic) would be a advantageous to support our international projects.

**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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_