Edge Hill University

Business Analyst – (KTP Associate)

Reference: EHA2139-0722

Salary: £32,348 - £35,333 per annum
Grade 7, Points 27 – 30

Contract Type: Fixed Term for 24 months

Hours: Full Time (36.25 hours per week)

Location: Based at Panaz's head office in Burnley, Lancashire

It is important to note that this job description is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your contract of employment.

Job Description for the post of:

**Business Analyst – (KTP Associate)
Full Time
Fixed Term for 24 months
EHA2139-0722**

Accountable to: Professor Simon Bolton, Associate Dean and Professor of Innovation

Reporting to: Professor Simon Bolton, Associate Dean and Professor of Innovation

About the Role

This post offers an exciting opportunity to work on a highly innovative business growth project in the field of data-driven customer behavioral analysis, working collaboratively with a highly respected academic team and an internationally recognized fabrics supplier and manufacturer.

The successful candidate will hold a suitable academic qualification in either business management, marketing, or economics. They will have skills to analyze customer, market and business performance data, examine business processes, and identify challenges and opportunities. They must also be able to interpret insights from raw data and translating findings into business relevant reports and assets. Strong written and interpersonal skills are vital for being able to work with a wide range of stakeholders on the project.

Knowledge Transfer Partnerships (KTP) is a national scheme which facilitates business-university collaboration projects. KTP projects are high impact and use research informed expertise to achieve the significant levels of innovation. The role of the Business Analyst KTP Associate is to facilitate the transfer of knowledge from the University to our partner, Panaz, via the planning and delivery of a key business growth project in the field of data-driven customer behavioral analysis.

The KTP will build significant new capabilities within Panaz to drive their competitive advantage and position in the market. It will overhaul their approach to 'white-space' business analysis and empower their marketing and (domestic and international) sales teams new data-driven decision-making capabilities. For the University, this project will generate new research themes and significant economic and societal impact.

Our Company Partner: Panaz

Panaz are global designers and manufacturers of high quality, flame retardant, technical fabrics. They specialise in the hospitality, healthcare, transport and corporate sectors. In particular, Panaz holds a UK market leading position for antimicrobial fabrics and treatments for the healthcare sector.

Panaz's head office is based in Burnley, Lancashire, but is a multi-national organisation which operates through a global network of subsidiary agents and representatives across Europe, the Middle East and Asia, North America, Africa and Australia.

To allow for the effective delivery of the project and transfer of knowledge, the post will be based full time at Panaz.

Duties and Responsibilities

1. To play a coordinating role in the delivery of the KTP, working with all stakeholders to ensure efficiency and success.
2. Work with stakeholders to define the full scope of requirements for the project, securing consensus, prioritising needs, manage change and ensure widespread adoption and embedding through all stakeholders.
3. Analyze the market and business performance data, structures and processes within the business and sales pipeline, identifying challenges and opportunities.
4. Establishing methodologies, tools and practices for transforming the data into useable business assets.
5. Establish and embed methods to strategically segment customer market territories, establishing the most effective sales proposition, USP's and marketing assets.
6. To compile and deliver written and verbal performance analysis reports to the academic team, senior company officials, and select customer stakeholders.
7. Drive improvements in the digital marketing strategies and methods used at a corporate brand level and a local (field sales) level.
8. Prepare and deliver resources and training materials for relevant stakeholders.
9. To assist in the writing of academic output to support the findings of the project.
10. To adhere to the project management, administrative and other compliance protocols required by the University and for the KTP.
11. The successful candidate will be required to travel to various stakeholder offices/sites around the UK throughout the project.

In addition to the above all Edge Hill University staff are required to:

a) Adhere to all Edge Hill's policies and procedures, including Equality and Diversity and Health and Safety

b) Respect confidentiality: all confidential information should be kept in confidence and not released to unauthorised persons

c) Undertake appropriate learning and development activities as required

d) Participate in Edge Hill's Performance Review and Development Scheme

e) Adhere to Edge Hill University's environmental policy and guidelines and undertake tasks in a sustainable manner

f) Demonstrate excellent Customer Care in dealing with all customers

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Candidates should note that shortlisting will be based on information provided on the application form with regard to the applicant's ability to meet the criteria outlined in the Person Specification attached.

Person Specification for the post of:

Business Analyst – (KTP Associate)
Full Time
Fixed Term for 24 months
EHA2139-0722

Please note that applications will be assessed against the Person Specification using the following criteria, therefore, applicants should provide evidence of their ability to meet all criteria.

Methods of Assessment include Application Form (A), Supporting Statement (S), Interview (I), Test (T) & Presentation (P).

		Essential	Desirable	Method of assessment (I/A/S/T/P)
Qualifications				
1	A good honours degree in a business management, marketing, economics or other relevant discipline.	*		A
2	Higher qualifications relevant to the post, such as an MSc or PhD in a relevant academic discipline		*	A
Experience and Knowledge				
3	Relevant commercial experience in business analyst, market research or business development role		*	A/S/I
4	Experience of analyzing large data sets related to business or market performance, and converting complex data and trends into reports and visual presentations	*		A/S/I
5	In-depth knowledge of contemporary business management principles, particularly in relation to customer behavioral analysis	*		A/S/I
6	Experience in business performance planning and forecasting		*	A/S/I
7	Experience of working on projects with stakeholders, including presenting ideas, concepts, and/or training across organizational boundaries.		*	A/S/I
8	Experience of project management and maintaining progress, risk, and quality tracking tools.		*	A/S/I
Abilities and Skills				
9	Excellent abilities in using Excel (or equivalent) or Business Intelligence programmes to manipulate complex data sets	*		A/S/I

10	Proven ability to work successfully within a project team, highly organised and able to prioritise workload	*		A/S/I
11	Stringent attention to detail, with numerical and analytical problem-solving skills	*		A/S/I
12	Ability to communicate clearly and effectively with both technical and non-technical audiences, written and verbal	*		A/S/I
13	Ability and willingness to travel	*		A/S/I

How to Apply

When you are ready to start the formal application process, please visit www.edgehill.ac.uk/jobs and click 'vacancies', search for the role you wish to apply for, and click 'Apply Online'. The online application form can be completed in stages and can be revisited at any time. The form automatically saves as you enter your information and it is simple to move backwards and forwards throughout at any time prior to submission. Help is available at each stage to guide you through the form. Before final submission, you can preview your application and can then choose to refine or submit the form.

For informal enquiries about this vacancy you may wish to contact: Professor Simon Bolton, Associate Dean and Professor of Innovation at simon.bolton@edgehill.ac.uk

Please refer to the advert for the closing date for this vacancy, all applications must be submitted by 23:59 on this date. Following the closing date, we will contact you by email to let you know whether or not you have been shortlisted to participate in the next stage of the selection process. We try our best to inform all applicants within two working weeks following the closing date.

At Edge Hill University we value the benefits a rich and diverse workforce brings to our community and therefore welcome applications from all sections of society.