

## **JOB DESCRIPTION**

**Post:** Employer Insights Manager

**Responsible To:** Group Head of Business Innovation

**Summary of Post:** The Employer Insights Manager leads the development of data-driven insight to underpin business engagement and innovation strategy at EKC Group, and implements monitoring frameworks to evaluate the impact of employer-facing initiatives. The postholder will generate robust evidence to inform meaningful conversations with businesses, partners and funders.

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### **Specific Duties:**

1. Champion the CRM as a Group-wide strategic asset and the authoritative source of employer data, driving data quality and governance, strengthening insight and reporting, and enabling more targeted and innovative employer engagement.
2. Own and deliver the CRM roadmap, leading an ambitious programme of innovation to enhance platform capability, strengthen insight generation, and deliver seamless integrations with other EKC Group systems, working in close partnership with the CRM Officer.
3. Use innovative research and employer-engagement methods, triangulating intelligence from multiple data sources (including CRM insights, labour market intelligence and partner datasets), to identify, analyse and report on emerging skills demand, informing EKC's evolving offer to businesses.
4. Design and embed robust monitoring and evaluation frameworks to assess the impact of employer-facing initiatives, and produce clear, timely reporting so EKC Group leaders, business customers and wider stakeholders have an up-to-date view of outcomes and impact.
5. Deliver regular training to CRM users to drive to a more detailed evaluation of the quality depth and impact of employer engagement.
6. Use Labour Market Intelligence to shape curriculum pathways and employer engagement priorities.

7. Use AI tools to analyse complex data sets, identify trends and generate strategic business insights.
8. Contribute to the wider dialogue around the role of Further Education in the UK's innovation landscape by using existing (through collaboration with MIF) and new datasets to generate evidence-based insights to inform conversations with funders, policy makers and other stakeholders.
9. Provide effective line management and day-to-day leadership for direct reports (as applicable), including coaching and development, workload prioritisation, performance management, and creating an inclusive, high-performing team culture in line with EKC Group policies and values.

| <b>PERSON SPECIFICATION</b> |   | <b>Applicati</b> | <b>Intervie</b> | <b>Shortlisti</b> |
|-----------------------------|---|------------------|-----------------|-------------------|
|                             |   |                  |                 | <b>ng</b>         |
| <b>Skills</b>               |   |                  |                 |                   |
| 1.                          | Data management and governance, including ownership of data quality, dataset curation and maintenance | ✓                | ✓               | 6                 |
| 2.                          | Enterprise systems/platform management  | ✓                | ✓               | 4                 |
| 3.                          | Reporting and story-telling with data – presenting evidence to aid decision making                    | ✓                | ✓               | 6                 |
| 4.                          | Developing recommendations off the back of research and reporting                                     | ✓                | ✓               | 4                 |
| 5.                          | Driving behaviour change/ innovation across a complex organisation                                    | ✓                | ✓               | 4                 |
| 6.                          | Effective line management   | ✓                | ✓               | 4                 |
| 7.                          | Actively contribute to the College's Safeguarding and PREVENT practice, procedures, culture and ethos | ✓                | ✓               | 6                 |
| <b>Experience</b>           |   |                  |                 |                   |

|                  |   |   |   |   |
|------------------|---|---|---|---|
| 1.               | Ownership of an organisation-wide software platform (e.g., CRM), configuration and administration, user support and adoption, and coordination of upgrades, integrations and suppliers. | ✓ | ✓ | 6 |
| 2.               | Monitoring and evaluation of services, projects or programmes   | ✓ | ✓ | 4 |
| 3.               | Driving behaviour change/innovation across a complex organisation   | ✓ | ✓ | 4 |
| 4.               | Using multiple datasets to inform decision making   | ✓ | ✓ | 4 |
| 5.               | Working in an innovation led environment, where you have lead and embedded change   | ✓ | ✓ | 4 |
| <b>Education</b> |   |   |   |   |
| 1.               | Degree in information management/ data management or related qualification  | ✓ |   | 4 |
| 2.               | Level 2 Maths (or equivalent)   | ✓ |   | 4 |
| 3.               | Level 2 English (or equivalent)   | ✓ |   | 4 |

### **Advice to candidates**

#### **This post is subject to an enhanced disclosure from the Disclosure and Barring Service.**

In completing your application please draw attention to the extent to which you meet each of the criteria in the person specification marked as being assessed at application stage. Please use examples of where you have demonstrated the criteria with as much detail as possible to assist in the shortlisting process.

The shortlisting weighting indicates which criteria are the most important to the recruiting manager:

- 6** Minimum/critical - criteria which is essential for the role i.e. it would be extremely difficult for the person to carry out the role without already having these essential skills, experiences or qualifications.
- 4** Important - criteria that would be significant to the candidate being successful in the role. These may be skills, experiences or qualifications that

have substantial meaning for the role but could be supported or taught on the job.

- 2** Other relevant - . It would be great if the candidate had, but is not expected to be shortlisted.

Failure to meet all of the minimum/critical criteria would not necessarily preclude your application. Consideration will be given to experience and life skills. Continual Professional Development will be supported and encouraged.

Please be aware should we have a large number of applications for any of our roles we may complete the shortlisting of candidates based on the minimum/critical criteria only.