

## Deputy Head of Strategic Data – External Relations – Grade I

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### Job Purpose

The post holder will lead the development and delivery of data and insight to drive the University's understanding of internal and external performance, providing clear and proactive evidence to support strategic decision making and the achievement of the University's strategic goals.

### Duties

1. Direct the provision, analysis, and interpretation of institutional data and performance metrics, allowing the University and its senior management to understand and improve performance on key strategic measures, including but not limited to student satisfaction, student recruitment, student success, student outcomes, and EDI / APP.
2. Produce clear and convincing data-informed insights and briefings around areas of strategic importance, making evidence-based recommendations to senior management and other stakeholders as appropriate.
3. Provide direction for the Strategic Data team, identifying short and medium term priorities, and leading the longer term strategic development of the team in alignment with the needs of senior stakeholders.
4. Line-manage the senior data / information analysts within the team.
5. Provide proactive understanding of the data and metrics that will be used externally to measure the University's quality and reputation, and coordinate internal analysis to help understand and improve future external performance. Work with the Head of Policy Insight to align the analysis and understanding of University data and performance with developing external sector and OfS priorities.
6. Manage the University's reporting of data including, but not limited to, SSRS and its suite of dashboards. Ensure needs are aligned with senior stakeholders, taking a proactive approach to understanding those needs.
7. Review and manage the provision of data that feeds into internal performance monitoring cycles and processes.
8. Manage the University's strategic KPI process, including updating indicators, reviewing the relevance of KPIs in the context of changing sector developments, and reporting the indicators and sub strategy progress to VCG (working with the Head of Policy where appropriate).
9. Work with the University's LIS team to ensure that the data warehouse supports the needs of the team.

10. Represent the team at committees and working groups as agreed with the Director of service, contributing to the broader University decision-making framework.
11. Provide direction for the University's data governance activities, aligning data governance priorities with the University's data strategy, the work and needs of the SDMI team, and the wider university.
12. Work collaboratively with other heads / directors of service (including but limited to Marketing, Registry, Finance, Student recruitment, and EDI) in order to proactively provide data and insight, and understand their data requirements.
13. Identify opportunities to increase understanding of data, analysis, and the team's goals across the University, through clear guidance, briefing sessions and 'masterclass' activities.
14. Build networks within the data / insight communities in HE and beyond, as part of the inspiration for new ways of working at the University of Lancashire.
15. Undertake other duties commensurate with the role, as determined by the Director of the service.

## **Person Specification**

### **Knowledge and Behaviours (Essential)**

- Experience of managing staff and creating a motivating environment, allowing people to be challenged, developed, encouraged and supported to achieve outstanding results. (Application/Interview).
- Ability to organise and prioritise the resources and direction of other members of staff in order to deliver against competing priorities, and wider team goals. (Application/Interview).
- Direct involvement in the design, development and delivery of new data provision, that advances the University's access to, and understanding of, internal or external performance. (Application/Interview).
- Experience of working with senior stakeholders and customers to scope their needs, developing data and insight that then meets their requirements. (Application/Interview).
- Undergraduate degree (or relevant experience). (Application)
- Excellent verbal and written communication skills, with the ability to author credible papers and present evidenced-based persuasive messages to senior stakeholders, that lead to changes in institutional practice or strategy. (Application/Interview).

- Ability and willingness to learn new technical reporting skills that would help the post holder understand the team's broader work, e.g. Power BI, Tableau or SSRS. (Application/Interview).
- Ability to present data in a format that is clear and meaningful to a non-technical audience. (Application/Interview).
- Ability to self-manage, work under pressure to competing deadlines, and prioritise a demanding workload. (Application/Interview).
- An understanding of and demonstrable commitment to the University's Values of Achieving Together, Being Proud, Creating Opportunity, and Supporting All, as a framework for decisions, actions and behaviours. (Application/Interview).

### **Knowledge, Skills, and Behaviours (Desirable)**

- An understanding of how performance data is used in the context of the wider HE sector, the OfS, and external reputation (e.g. league tables). (Application/Interview).