

# JOB DESCRIPTION

**Product Development Officer (FASS)**

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| **Job Title** Product Development Officer (FASS) | **Present Grade:** 6 |
| **Department/College:** Marketing Office, External Relations |
| **Directly responsible to:** Market Insight and Product Development Manager |
| **Supervisory responsibility for:** N/A |
| **Other contacts Service provides** |
| **Internal:** Central professional services staff, Senior Management Team, ISS, Facilities and Library staff, faculty and departmental staff, LUSU |
| **External:**  External agencies, suppliers and providers, other institutions and organisations as appropriate. |
| The role:As Product Development Officer for the Faculty of Arts and Social Sciences (FASS) you will work as part of a wider team of marketing, communications and recruitment professionals who are tasked with attracting and converting high-calibre applicants to Lancaster University. Reporting to the Market Insight and Product Development Manager, you will work across market research (qualitative and quantitative), to develop an understanding of the current and future portfolio to provide clear and actionable insight to drive forward the development of existing courses and to launch new programmes.Major Duties: * To liaise with the relevant staff from academic departments across the faculty in order to design and implement market research projects to assist with product development
* Review proposed new programmes and existing courses to explore the extent of the market and make sound recommendations that support the faculty’s ambitions for growth and diversification
* Use a range of dataset and dashboards to understand trends and patterns, both internal and external, relevant to the portfolio
* Conduct research to identify opportunities for the continued development of scholarships, at both undergraduate and postgraduate level (including distance, short and partnerships programmes)
* Undertake and present research to develop faculty recruitment and marketing colleagues’ understanding of the competitive environment. This may include, but not be limited to, identifying and exploring market trends, competitor analysis and other market scanning activities
* Project manage work from external market research agencies, ensuring projects are delivered to a high standard and meet deadlines, budget and objectives
* Respond to data queries from staff across the faculty and the wider marketing, communications, and recruitment teams
* Identify, build and maintain meaningful, sustainable and consistent relationships with stakeholders and to advocate and champion data led decision making
* To liaise, as necessary, with key University staff and to represent the faculty at University meetings or working groups, relating to portfolio, fees or scholarships, as requested
* To maintain specialist knowledge of methodologies for analysing and reporting data and develop and maintain appropriate technical knowledge for the delivery of a high-quality service.
* To provide administrative support to the university’s Scholarships Working Group
* Any other duties consistent with the nature and grading of the role as agreed
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Please note: This post may require you to work some evenings and weekends. During the Clearing and Confirmation period, usually the mid to end of August around A level results day, leave is restricted.