Person Specification

Insights and Evaluation Manager

CATEGORY	ESSENTIAL	DESIRABLE
1. SKILLS, KNOWLEDGE AND APTITUDES	• Analytical thinker • Knowledge of marketing data sources • Ability to analyse and interpret data • Confidence to present findings and recommendations to peers and senior members of the VA team • Ability to identify the "so what?" from disparate pieces of market intelligence • Focus on outcomes from project, sales and marketing activity and the ability to develop frameworks for evaluating interventions • Skills in writing briefs for quantitative, qualitative and evaluation research • Knowledge of Office applications, most notably should be highly-confident user of Excel	• Knowledge of tourism data sources • Knowledge of statistical software including SPSS • Knowledge of survey design software such as SurveyGizmo
2. QUALIFICATIONS AND TRAINING	• Degree or equivalent relevant experience	
3. EXPERIENCE	• Recent experience of researching and interpreting market and customer data • Experience of evaluating outcomes of marketing activity • Demonstrable ability to use research and evaluation to influence decision-makers who are non-experts in the field	
4. DISPOSITION	• Ability to work collaboratively and on own initiative • Strongly motivated, reliable and conscientious • Able to work under pressure and to tight timescales for delivery • Confident – ability to lead where appropriate	• Ability to encourage and develop teamwork within the workplace
5. SPECIAL REQUIREMENTS		