

Market Intelligence Manager

Salary: £50,364 - £53,982 per annum (Grade 11)

Contract type: Full-time (36.5 hours per week); Permanent

The role:

The Market Intelligence Manager is responsible for delivering high quality insight to inform decision making for product strategy and qualification design, across the organisation's qualification portfolio. The role provides market, competitor, policy, and customer intelligence to support reviews of product performance and wider organisational planning; ensuring that product decisions are evidence based, commercially informed, and aligned with current and emerging market needs.

The person:

We're looking for an analytical and insight-driven professional who can translate research into clear, strategic recommendations. You will be a strong communicator, able to present market, policy, and assessment insights in an accessible way. You will bring experience of conducting market research, producing clear reports and insights, and supporting activities such as competitor analysis, forecasting, or policy responses. A strong understanding of the UK qualifications and skills landscape is highly desirable and experience in educational assessment or awarding organisations, would be an advantage.

Our benefits:

At WJEC, we pride in being an inclusive and supportive place to work. We also offer a range of excellent benefits including: 25 days annual leave per year (in addition to 16 statutory / additional holidays) adjusted for part-time/compressed working patterns, free Welsh lessons, a generous pension scheme and numerous family friendly policies. A career with WJEC can be extremely rewarding and you will be encouraged throughout with great opportunities to develop your professional and personal skills.

WJEC operates a hybrid working model, enabling the successful candidate to split their time between WJEC offices and working at home, subject to business need. As such, applications are invited from individuals across the UK but please note that regular working from our Cardiff offices will be required and whilst flexibility can be discussed, this team currently attend the office, on average, once a month. Welsh language skills are not essential but the willingness to learn is always valued.

To find out more about the role, or about working for us, please do not hesitate to contact Felicity Spacie (she/her) (Felicity.Spacie@wjec.co.uk) who would be more than happy to answer your questions.

Please visit [our website](#) to download a copy of the job description and application form.

Closing date: 23:59, Sunday 12 April 2026

Interviews are anticipated to be held in person, on Tuesday 21 April 2026

JOB DESCRIPTION

Job Title:	Market Intelligence Manager
Department:	Qualification Development
Section:	Qualifications and Assessment
Responsible to:	Director of Product
Grade:	TBC
Location:	Western Avenue / Treforest

Main purpose of Job:

The Market Intelligence Manager is responsible for delivering high quality insight, analysis, and research to inform decision making for product strategy and qualification design, across the organisation’s qualification portfolio.

Reporting to the Director of Product, the role provides market, competitor, policy, and customer intelligence to support the Qualification Development team, reviews of product performance, and wider organisational planning. The postholder ensures that product decisions are evidence based, commercially informed, and aligned with current and emerging market needs, enabling WJEC to respond proactively to changes in the UK education and skills landscape.

Principal Duties and Responsibilities:

Strategic insights: policy, market and competition

- Lead the systematic collection, collation, analysis, and interpretation of data on qualification demand, sector trends, employer needs, and learner behaviour, into clear recommendations – using quantitative and qualitative information gathered from across WJEC and beyond.
- Lead the process of packaging ideas into initial proposals for consideration.
- Conduct regular competitor analyses, including pricing, qualification structures, assessment models, and portfolio positioning.
- Work with the Commercial team to produce market landscape reports, to identify gaps, opportunities, risks, and growth areas across sectors.
- Track UK and devolved-nation qualifications, regulations and skills policy developments, funding rules, and regulatory changes that impact qualifications.
- Draft consultation responses and policy positions related to the qualifications markets, to support our engagement with governments, regulators and wider stakeholders, under the direction of the Executive Leadership team and senior Qualifications & Assessment staff.

Product insights: research and data analytics

- Under the direction of the Director of Product and other senior Qualifications & Assessment staff, design and deliver research projects—quantitative and qualitative—to support product development, product performance reviews, and commercial strategy.
- Engage with centres, employers, industry bodies, and sector organisations to gather primary insight.

- Commission and manage research suppliers, external analysts, or subject matter experts when needed, in line with WJEC's procurement policies and to agreed budgets and timelines.
- Represent WJEC at sector events, research groups, and policy briefings.
- Supply market and policy insight to guide scoping, design, and validation of new qualifications. This will include participation in discovery and concept testing phases, user research, and wider consultations to ensure new products address real market demand.

Product performance

- Provide evidence – including risk assessments – to inform decisions on product development, amendment, and withdrawal. This will include collating data on assessment functioning and performance, market information, and customer and stakeholder feedback.
- Work with the wider Product and Commercial departments to ensure product strategies are grounded in robust market data, including centre feedback and competitor insights.

Insight communication and leadership

- Ensure insight reports, presentations and briefings are accessible, actionable, and communicated clearly to internal stakeholders.
- Provide requirements to the Business Intelligence and Sales & Marketing teams to develop data dashboards, forecasting models, and metrics to predict and track qualification uptake, market share, and performance trends.
- Promote a culture of data driven decision-making across the Product department and across WJEC.

Other

- To understand and comply with all WJEC policies and procedures detailed in the Staff Handbook; in particular, ensuring you understand your role and responsibilities in relation to Safeguarding, Information Security, GDPR, Confidentiality, Welsh language and Health, Safety and Environment.
- Participate actively in supporting the principles and practice of equality of opportunity as laid down in WJEC's Equality & Diversity Policy, embedding ED&I into all projects, policies and practices.
- To be a pro-active team-member, contributing positively to meetings and projects in support of WJEC aims and objectives.
- To engage in personal and professional development activities relevant to the role.
- To undertake other duties, as required, which are commensurate with the grade of the post.

Person Specification

Job Title: Market Intelligence Manager

Department: Qualifications Development

Essential criteria have been identified as skills and experience that are required in order to fulfil this role. Highly Desirable criteria are the optimum skills and experience the applicant will ideally have. Desirable criteria are those which would add value to the job if present, and also include potential for growth and development into the role.

Skills and Abilities

Highly desirable

- Ability to analyse, interpret, and present complex qualitative and quantitative data, using statistical techniques as appropriate.
- Strong written and verbal communication skills, able to translate complex market, policy, and assessment insights into clear, actionable recommendations.
- Ability to work both independently using own initiative and collaboratively as part of cross functional teams, managing workloads effectively to meet deadlines.
- Excellent attention to detail, particularly in tasks involving data validation, insight reporting, and quality assurance.
- Strong stakeholder engagement and influencing skills, including the ability to work with internal teams, senior leaders, and external partners.
- Ability to identify and communicate potential risks or issues and propose practical, evidence-based solutions.
- High level of digital literacy, with proficiency in Microsoft Office tools (Teams, Word, Excel and PowerPoint) and ability to learn new software quickly.

Desirable

- Welsh language skills.
- Familiarity with data visualisation tools, dashboards, or BI software (e.g., Power BI, Tableau).
- Presentation skills for external events, research groups, or policy forums.

Knowledge

Highly desirable

- Strong understanding of the UK qualifications sector, including one or more of the following:
 - Regulatory frameworks in Wales, England and Northern Ireland.
 - Current and emerging skills, education, and qualifications policy across the UK.
 - Competitor qualification structures, assessment models and market positioning.
- Understanding of assessment principles and best practice in qualification design.
- Subject matter or occupational knowledge relevant to qualification development and market sectors.

Desirable

- Understanding of quality assurance frameworks within awarding organisations.
- Up to date sector or occupational knowledge supported by recent CPD.
- Awareness of commercial principles including pricing, customer needs, and market dynamics.

Experience

Highly desirable

- Experience working in educational assessment environments, preferably within an awarding organisation.
- Experience across one or more of the following:
 - Conducting or managing market intelligence, research, analysis, or insight projects.
 - Interpreting and synthesising data to support product strategy, product development, or commercial decision making.

- Producing high quality reports, briefings, or insight summaries for senior stakeholders.
- Conducting or supporting competitor analysis, forecasting, or market scanning.
- Experience contributing to or drafting policy positions or consultation responses.

Desirable

- Experience designing and implementing continuous improvement approaches or change initiatives.
- Experience supervising or managing staff, research suppliers, or external analysts.
- Experience supporting product development processes such as discovery phases, concept testing, or user research.
- Experience working with portfolio management, change management, or project delivery teams.

Telerau ac Amodau Gwasanaeth / Terms and Conditions of Service

Teitl y Swydd / <i>Job Title:</i>	Rheolwr Gwybodaeth am y Farchnad / <i>Market Intelligence Manager</i>		
Cyflog / <i>Salary:</i>	£50,364 - £53,982 y flwyddyn (pro-rata lle y bo'n gymwys / <i>£50,364 - £53,982 per annum (pro-rata where relevant)</i>	Gradd / <i>Grade:</i>	11
Gwyliau Blynnyddol / <i>Annual Leave:</i>	25 diwrnod (182.5 awr) y flwyddyn. Mae CBAC hefyd yn darparu 16 diwrnod (116.8 awr) i gyfrif am Wyliau Cyhoeddus a chyfnodau Cau CBAC (gwyliau ychwanegol). Mae'r lwfansau hyn yn cael eu haddasu ar gyfer staff sy'n gweithio'n rhan-amser neu batrymau gweithio cywasgedig. <i>25 days (182.5 hours) per annum. WJEC also provides 16 days (116.8 hours) to account for Bank Holidays and WJEC Closure periods (Additional leave). These allowances are adjusted for staff who work part-time or compressed working patterns.</i>		
Pensiwn / <i>Pension:</i>	Mae gofynion y Cynllun Pensiwn Llywodraeth Leol yn berthnasol. <i>The provision of the Local Government Pension Scheme (LGPS) applies.</i>		
Math o Gytundeb / Contract Type:			
Oriau Gwaith / Working Hours:	Hyd y Contract / Length of Contract:		
<input checked="" type="checkbox"/> Llawn-amser / Full-time	<input checked="" type="checkbox"/> Parhaol / Permanent		
<input type="checkbox"/> Rhan-amser / Part-time Nifer yr oriau yr wythnos / <i>No. of hrs per week:</i> 36.5	<input type="checkbox"/> Tymor penodol / Fixed-term Dyddiad gorffen arfaethedig / <i>Planned end date:</i> Rheswm dros y cyfnod penodol / <i>Reason for fixed-term:</i>		
Arall / Other:			
Cyfnodau prysur llwyth gwaith / <i>Workload Peaks:</i>	Amh / <i>N/A</i>		
Dull Ymgeisio / Method of Application:			
Dylid anfon ffurflenni wedi'u llenwi ar e-bost at AD@cbac.co.uk erbyn 23:59, dydd Sul 12 Ebrill 2026 . Rhagwelir cynnal cyfweiliadau wyneb yn wyneb, ar dydd Mawrth 21 Ebrill 2026.			
Completed forms should be sent by email to hr@wjec.co.uk by 23:59, Sunday 12 April 2026 . Interviews are anticipated to be held in person, on Tuesday 21 April 2026.			