

## Job description

# Audience Insight Specialist

<b>Reporting to:</b>	Strategy & Insight Lead
<b>Staff responsibility:</b>	None
<b>Salary:</b>	<p>£39,465.48 starting per annum plus £2000 London weighting if applicable (home address within M25 perimeter/regardless of how often travel is required into the office).</p> <p>We offer a competitive package and are open to discussing compensation based on experience.</p> <p>Contributory pension scheme and benefits package.</p>
<b>Location:</b>	Home based or London/Hybrid
<b>Enrolment Type:</b>	Permanent
<b>Holiday entitlement:</b>	27 days, plus three discretionary days between Christmas and New Year and statutory holidays.
<b>Terms and conditions:</b>	<p>Full time</p> <p>The post holder may be required to work some evenings and weekends. Time off in Lieu will be given in line with the charity's policy.</p>

## About Bowel Cancer UK

Bowel Cancer UK is the UK's leading bowel cancer charity. We're determined to save lives and improve the quality of life of everyone affected by bowel cancer. We support and fund targeted research, provide expert information and support to patients and their families, educate the public and professionals about the disease and campaign for early diagnosis and access to best treatment and care.

We currently have employees working across four nations in England, Wales, Scotland and Northern Ireland.

Thanks to the generosity of our community, we're in a privileged position to be able to deliver our ambitious new strategy, *On a Mission*. There are huge challenges facing bowel cancer patients across the UK and our community needs us now more than ever. We're building a strong and united team to bring us closer to a world where nobody dies of bowel cancer.

## Job summary

This role forms a key part of a new Strategy & Insight Team at Bowel Cancer UK, which seeks to build core capabilities to enable us to be as effective as we can be for people affected by bowel cancer. The Audience Insight Specialist will be an internal leader building our capability to understand our core audiences and the people we need to reach to achieve our strategic goals. You will support a cultural shift in how the charity takes an audience-led approach to planning, decision-making and communications, as our CRM, data infrastructure, and Strategy & Insight functions all develop. Making best use of internal and external sources, you will distil data into meaningful insight, tailored to different audiences. You will support a consistent approach to audiences across the organisation, while flexing to meet the needs of different teams, ensuring that any understanding of audience is rooted in evidence.

## Main responsibilities

- Lead a step-change in delivering an audience-led approach at Bowel Cancer UK.
- Develop processes to collate data from internal and external sources, and distil these into meaningful insight.
- Work with the Data & IT team as our new CRM is embedded into our work, including a good flow of data into insight.
- Develop and maintain an audience segmentation model, rooted in data and evidence, that supports planning and decision-making across the charity.
- Support the Director of Marketing, Communications and Engagement as they develop a new audience strategy for the charity.
- Support the development of supporter journeys that span teams, ensuring they are strategic in focus, and maximise opportunities for impact, income and good experience.
- Monitor relevant external sources of audience insight, analyse and present back to the organisation that can further develop understanding of our audiences.
- Support other teams with the insight required to be effective in the way the charity develops services, communicates, generates income, and demonstrates impact.
- Identify gaps in our understanding of our audiences – as well as those we don't currently reach – and help develop plans for how these can be addressed.

## Other duties

- Work with colleagues across the Strategy & Insight Team to provide a multi-disciplinary approach to key strategic challenges and opportunities.
- Manage external relationships related to audience insight, including any agency support commissioned when appropriate and budget allows.
- Provide input into reports for ELT, SLT, Board of Trustees and Committees, when required.
- Be a thought leader, keeping abreast of external trends, opportunities and developments which could impact bowel cancer and Bowel Cancer UK, as well as ensuring the charity is making best use of opportunities to share its wealth of insight to inform and influence others across health systems and charity sector.
- Be an effective and influential role model, committed to our mission and values.

## Person specification

### Qualifications and experience

- Experience of analysing complex data and evidence sources
- Experience of developing approaches to understanding audiences in a way that influences decision-making
- Experience of working with CRM systems and analytical tools
- Experience of presenting complex information to a range of different audiences
- Experience of working in the charity / not-for-profit sector
- Demonstrable commitment to your own continuing personal and professional development.

### Knowledge, skills and abilities

- Strong analytical skills
- Outstanding problem-solver, with experience of identifying creative solutions to complex problems
- Excellent analytical, critical and strategic thinking
- Outstanding project, planning and organisation skills to deliver work to agreed timescales and standards
- Outstanding communication and presentation skills to work effectively with internal and external stakeholders at all levels
- Excellent written communication skills
- Intellectual curiosity, thought leadership, and the ability to spot opportunities and position the charity ahead of emerging trends

### Personal qualities

- Diplomatic and persuasive
- Emotionally intelligent – able to form strong relationships with colleagues and stakeholders, with a commitment to wellbeing at work.
- Fast-paced and solutions-focused
- A creative, vision-driven approach which inspires and motivates.
- A strong commitment to the work and values of Bowel Cancer UK.

## **Safeguarding:**

Safeguarding is everyone's responsibility and at Bowel Cancer UK we are committed to safeguarding children, young people and vulnerable adults and we expect all staff and volunteers to share this commitment.

Successful candidates may be subject to either a satisfactory, basic or enhanced disclosure from the Disclosure and Barring Service (DBS - UK), (PVG – Scotland) or Access (NI) dependent upon the role. There is no cost to you and will be processed on your behalf.

## Our Values at Bowel Cancer UK:

We live by five core values that guide everything we do. They're not just words—they shape our culture, our decisions, and the way we support our community.

---

### **Caring – Patient and Community Focused**

#### **We put people first**

- We listen and respond to the needs of patients and families
  - We make a positive, lasting difference to lives
  - We work with compassion and empathy every day
- 

### **Ambitious – Determined to Make Change**

#### **We aim high because lives depend on it**

- We set bold goals and strive to exceed them
  - We embrace challenges and find innovative solutions
  - We never stop learning and growing
- 

### **Supportive – Compassionate and Human**

#### **We care about each other and our community**

- We treat everyone with respect and kindness
- We create an environment where people feel valued and included
- We celebrate teamwork and collaboration

---

## **Expert – Evidence-Based and Trusted**

### **We lead with knowledge and integrity**

- We base our work on research and best practice
- We stay ahead of developments in bowel cancer care
- We share expertise to empower others

---

## **Open – Welcoming and Inclusive**

### **We believe diversity makes us stronger**

- We welcome different perspectives and ideas
- We ensure fairness and transparency in all we do
- We create a space where everyone can be their authentic self