

## **Candidate Pack: Research Product Manager**

Location: Remote, anywhere across the UK

Salary: £45,000 per annum (£27,000 pro-rata for 0.6 FTE / flexible 21 hour week)

Closing date: Midnight Wednesday 21st August



## Welcome from Gary Kernahan, Executive Director

Firstly, thank you for your interest in the role of Research Project Manager. We always love to hear from people who may be interested in working with us.

THINK provides a range of services and support in the fields of fundraising, marketing and communications. Working with clients in the not-for-profit sector across the globe, to support the development and advancement of fundraising activities.

We have a wide client base of charities of sizes around the world and over our 23 years of operation, have developed a deep understanding of fundraising markets.

Our services are delivered across five current areas of activities: consultancy, forums, interim management, recruitment, and research. We practice what we preach, so after many years of successful operation we are refreshing our dedicated research function (previously known as THINK Intelligence) as THINK Research.

THINK Research will provide the third sector with the latest insight, trend analysis and bespoke research. We will continue to offer bespoke tailored research for clients and our suite of products which currently include the Stewardship Tracker, Market Trends and Insight Monitor, and Digital Experience Spot Check.

We are proud of the quality of our work and the strong reputation our brand has in the sector, which is very much a result of the people, past and present, who made up the THINK team. It is hard work, but the rewards of helping numerous organisations drive income growth to enable expanded service delivery are endless.

We are excited about this new chapter but need you to make it happen. The Research Product Manager will be responsible for the day-to-day management and marketing of the THINK Research product portfolio. The successful candidate will be proactive in driving sales, will oversee the work of our Associate Researchers and will bring ideas, and creativity, to the development of new and existing research products.

We foster a work environment that's inclusive as well as diverse, where our people can be themselves. We welcome applications from all qualified applicants, especially those from minority backgrounds and individuals with disabilities. We know how much time, effort, and emotion it takes to make an application for a new role and commit to providing feedback to each and every candidate who comes forward.

Thank you for considering a role with THINK – we look forward to receiving your application.  
Good luck!

*Gary*



# THINK

## The role: Research Product Manager

### Why are we recruiting for this position?

The research part of our business is thriving, but we recognise the need to change to meet what our clients need right now. Since its inception in 2007, only three different people have led this function. The previous research lead left in April after a successful 4.5 years, and following the advice we would give to our clients, we took the opportunity to review what we needed going forward. We are excited to be repositioning the function and launching THINK Research and need a Research Product Manager to lead the next stage of its development.

### Areas of challenge

Our research product portfolio is in need of a refresh to respond to technological and data advancements, and to meet the needs of our clients. Appetite for our support with quantitative and qualitative research remains as strong as ever. We are looking for an individual to step in to post, collate feedback from our clients and help us to better meet what they want from our research.

### How success is measured

The quality of our work is key to us. We don't do anything off-the-shelf, all of our solutions are bespoke to our clients and tailored to their situation.

Our people are our greatest asset, so we spend time (and money!) on making sure every member of the team has what they need to thrive.

We are a small business with a team-first culture that celebrates everyone's successes and supports each other through the harder moments that we all experience. Ultimately, we strive to have a happy and healthy team, and out of that success naturally follows.



# THINK

## The role: Research Product Manager

### Areas of potential

The needs of our clients continue to develop and nothing stays the same. The Research Product Manager will play a key role in developing the portfolio of research products we have and innovating to meet the evolving needs of our clients. The successful applicant will need to bring creativity to continually refresh our current product portfolio.

### Day in the life of...

No two days at THINK are the same. The variety is one of the best parts of the job and allows you to stretch in new and interesting ways every week. One day you may be receiving a brief from a client and preparing a tailored proposal for them, another you may be marketing our products or coordinating work of Associate Researchers.

### The first six months

In the first six months, this role will work with the Executive Director on the development of our Stewardship Tracker and THINK Market Trends & Insight Monitor products. Following that, the successful candidate will then have the opportunity to review the entirety of our research offer and prioritise what we focus on next. This could be surveys, prospect research or an entirely new product area for development.

### Support and training

This role would be supported by THINK's wider skill sharing and development programme. The team have access to programme of skill sharing sessions and action learning sets, and we will tailor this learning programme to meet the needs of the successful candidate.



# THINK

## Job Description: Research Product Manager

### Responsible for overseeing the work of:

- Research Apprentice/Assistant
- Researchers (freelance)
- Associate Researchers (freelance)
- Project Coordinators (freelance), e.g., Stewardship Tracker, mystery shopping projects

### Key Responsibilities:

- Maintain the day-to-day management and marketing of the THINK Research product portfolio. This includes managing all aspects of sales, marketing, plans and resourcing to ensure net income targets are met.
- Develop a sales plan to deliver income targets.
- Ensure that all THINK research is conducted according to sound research methods, which are appropriate for the level of the research and its identified purpose and ensure that all research outputs meet THINK's robust quality standards and client needs.
- Support business development via the preparation of white papers, research proposals and input into consultancy proposals with a research requirement to ensure that appropriate methodologies and intelligent costings are applied.

### Main Duties:

#### Business development and client relationship management

1. To drive sales of THINK Research products and support the wider THINK team with the research elements of their consultancy proposals. Respond to all leads and enquiries relating to potential research projects - both those coming direct from potential clients and those from other members of the THINK team.
2. Refresh the THINK Research product portfolio and to develop new products to be delivered by the THINK Research pool. This includes product budget, marketing/sales plan, project plan and resourcing plan.



# THINK

## Job Description: Research Product Manager

### Main Duties continued:

3. Lead on and prepare proposals for 'research only' projects and provide input into consultancy proposals led by THINK Consultants where there is a research element to ensure that appropriate research methodologies are employed. This involves liaising with potential clients and THINK Consultants to understand their needs, expectancies and dependencies prior to submission. Ensure these are fully costed and that research proposals take into account the need for peer review and management.
4. Participate in client pitches to provide research expertise and perspective as required. This will include support to THINK consultants in the preparation of their pitches which include a research element.
5. Ensure that a network of appropriately skilled researchers and bid writers are available to deliver THINK Research projects on a freelance basis, including keeping records of their expertise and availability.

### Stewardship Tracker and other mystery shopping projects

1. Oversee, with Director, the refresh of the Stewardship Tracker product for 2025 and beyond.
2. Manage the Tracker and mystery shopping products each year, which includes managing the annual project plan, marketing, client liaison and delivery of the two annual reports (aspects of this may be outsourced depending on capacity).
3. Supervise and support the Mystery Shopper Coordinator ensuring they are effectively recruiting, managing and monitoring the mystery supporter team and undertaking operational activity which provides comprehensive, accurate and timely feedback on the mystery supporter tasks.





## **Job Description: Research Product Manager**

### **Main Duties continued:**

#### **THINK Market Trends and Insight Monitor (The Monitor)**

1. Oversee, with Director, the refresh of the Monitor product for 2025 and beyond.
2. Manage the Monitor product each year, which includes managing the annual project plan, marketing, client liaison and delivery of the annual report and monthly insight sessions (aspects of this may be outsourced depending on capacity).
3. Manage the annual update of The Monitor report, working with the THINK Consultant team and freelance researchers to ensure the document is updated to the required standard.

#### **Line management and development of research apprentice/assistant**

1. Responsible for the line management of the Research Apprentice/Assistant and their successful apprenticeship (supported by the external training provider delivering the apprenticeship)
2. To also relationship manage the pool of THINK researchers delivering projects and products.

#### **Other duties**

- Provide marketing content for written and digital channels for promotion as required.
- Keep abreast of general sector developments and those specific to the research profession.
- Attend and make submissions to relevant conferences, as agreed.
- Undertake personal administration for record keeping purposes, submitting paperwork in line with defined business processes.
- Attend and input into THINK team meetings as required.
- Undertake other duties as can be reasonably requested.
- Comply with THINK's working policies and practices.
- Be aware of and comply with all best practice guidelines from the Chartered Institute of Fundraising and the Fundraising Regulator.



## Person Specification: Research Product Manager

	Person Specification
Experience and Knowledge	<p>Strong project/product management experience</p> <p>Marketing and sales experience (preferably in the charity sector)</p> <p>Demonstrable experience designing and delivering research projects with high quality outputs</p> <p>Familiar with and confident in report writing</p> <p>Expertise in developing relevant research procedures such as confidentiality processes, consent forms, data security</p>
Job related skills / competencies	<p>Analytical thinker, who can generate ideas and themes from research data</p> <p>Able to engage effectively with a range of audiences</p> <p>Effective at prioritising own workload, and able to juggle multiple projects and priorities</p> <p>Can work proactively and flexibly without supervision and at pace when required. Confident in working to deadlines, prioritising own workload and directing the work of others</p> <p>Active across social media channels</p> <p>Confident using MS Office</p>



# THINK

## About THINK Consulting Solutions

Our centuries of collective experience mean we have walked in our clients shoes and understand the issues they face.

Our expertise ranges across income streams and causal areas from mainstream charities, heritage and environment to arts, education and international development. Every organisation we work with is unique, so we seek innovative, original and practical solutions to challenges. 'Off the shelf' is not in our vocabulary.

### THINK is:

#### Collaborative

We are stronger together – and that goes for how we work as a team and with our clients and partners across the not for profit fundraising sector. We respect each other's expertise and value the ideas, creativity and outcomes that come from greater diversity.

#### Authentic

We are real; we are human. People that work with us tell us we have a refreshing frankness; we tell it how it is. It's one of the reasons we are such a trusted partner. If we shout out loud about an issue, we don't do it for the sake of it. It's because we genuinely believe it's the right thing to do.

#### Intelligent

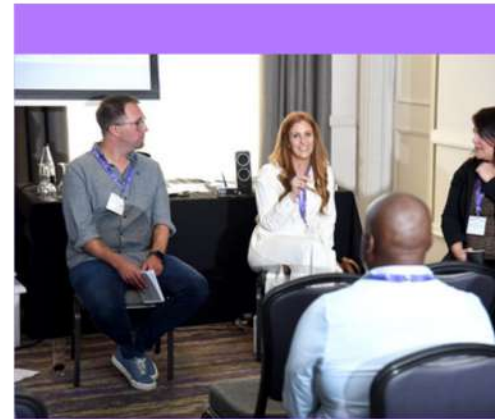
We're called THINK for a reason. We deliver evidence-based, robust content; our work, the conversations we have, the questions we ask and the answers we provide come from a place of depth and rigour.

#### Reliable

We always deliver when we say we're going to; we never let a client, a partner or each other down. We're consistent. And that goes for us as people and for the quality of our work.

#### Forward-looking

We are always looking at what we can do better – as individuals, as a team, for our clients and partners and as a sector. We challenge each other – to think differently, take risks, be more socially responsible, speak out and ask the difficult questions about our as yet unimagined futures.





## Benefits and life at THINK

### Salary

Salary is £45,000 per annum FTE, £27,000 pro-rata based on a 0.6 FTE / 21 hour week.

### Annual Leave

33 days (pro-rata) paid holiday per year (including bank holidays) to be taken to suit the employee.

### Pension

5% employee / 4% employer contribution.

### Flexible Working Policy

Focus on outputs and deliverables, rather than strict work patterns. THINK demonstrates an ongoing commitment to accommodating employees needs with regard to flexible working. Many of the team work flexible working patterns and compressed hours to suit their work/life balance.

### Trustee Leave

4 paid days Trustee leave per year.

### Additional support

THINK provides employees with Critical Illness Cover and Death in Service benefit. These are currently being reviewed, but specifics and value will be confirmed prior to candidates receiving a job offer.

### Other

- 2 weeks paid sick leave from start date
- Equipment provided for remote working (MacBook, iPhone etc.)
- Opportunities for continuous learning and development, committed to promotion of staff
- Wi-Fi credit and contribution to remote working costs
- All travel expenses covered, Soldo card provided
- CIOF membership

If you have questions about the benefit package, or if there are policies you would value seeing before continuing in the selection process, please do reach out via [careers@thinkcs.org](mailto:careers@thinkcs.org)





## Diversity, Equality and Inclusion

At all times, the Company aims to:

- Select, recruit, develop and promote the very best people, basing judgement solely on suitability for the job;
- Ensure all applicants and employees receive fair and equal treatment irrespective of sex, marital status, nationality, colour, race, age, national origin, religion, belief, sexual orientation or disability;
- Ensure all employees receive fair and equal treatment irrespective of whether they work part-time or are engaged on a fixed term contract;
- Maintain a working environment free from harassment and intimidation;
- Ensure that existing and new legislative Acts based on statutory rights to equal treatment are adhered to;
- Deal speedily and effectively with any complaints of alleged discrimination and/or harassment, ensuring all complaints are fully investigated and that remedial action is taken where necessary.

If there is anything THINK can do to make any reasonable adjustments to ensure you can engage fully in the selection process please contact us at [careers@thinkcs.org](mailto:careers@thinkcs.org) for a confidential discussion.

## To apply

To express interest in this role, please email [careers@thinkcs.org](mailto:careers@thinkcs.org) with a copy of your CV and a supporting statement outlining why the role appeals to you and how you feel your skills and experience meets the Job Description.

To ensure ease of access, you are welcome to submit your supporting statement in written form, via audio file or video - whichever is your preference.

To help candidates find out more about the role, we can organise an informal conversation with Gary Kernahan, Executive Director and recruiting manager for this role. If you would like to speak with Gary, please contact us at [careers@thinkcs.org](mailto:careers@thinkcs.org) to arrange.

**Deadline to apply is midnight Wednesday 21st August.**





## The selection process

The selection process will consist of a panel interview with time for candidates to deliver a pre-prepared task. Panel interviews will take place virtually, and questions and the task will be shared in advance at point of invite.

THINK will do our utmost to keep the selection process to one stage. However, if a second round is required, this will take the form of an informal conversation with the recruiting manager and another member of the team. Timeframes for a second stage, if required, will be organised to suit the candidate where possible.

Informal conversations with recruiting manager	Closing date	Invites to candidates	Virtual interviews	Decision by
Time held on 8th, 13th, 15th and 19th August	Midnight Wednesday 21st August	Friday 23rd August	Wednesday 28th and Friday 29th August	If concluded within one stage - Friday 30th August

We are keen to ensure ease of participation, if there are any reasonable adjustments, we can make to ensure this aspect of the selection process is fully accessible to you please get in touch with us at [careers@thinkcs.org](mailto:careers@thinkcs.org).

We are so grateful for your interest.

**Good luck!**

“The selection process with THINK was probably the best recruitment process I’ve ever been through. Follow-up from applications closed was quick, they were clear about what the onward process would entail, and were really transparent throughout the two interview stages. It certainly made for a better recruitment experience and felt it provided a greater opportunity to showcase the skills and experience I have relevant to the role.”

**Emma O’Reilly, Senior Consultant recruited to THINK in 2024**

