

## JOB SUMMARY AND PERSON SPECIFICATION

**Job Title:** Insight Manager

**Reports to:** Head of Data, Insight & Research

**Based at:** Remote

<b>Job Purpose</b>	Work as an Insight Partner to key functions within the charity, scoping and leading on insight and evaluation projects to inform strategic decision making, aligning to our priority areas.
<b>Accountabilities</b>	<ul style="list-style-type: none"> <li>• Be an advocate for insight and research across the organisation.</li> <li>• Act as Insight Partner to Commercial &amp; fundraising and Marcomms, providing support and guidance on best use of insight to inform strategic decision making.</li> <li>• Lead the design and implementation of insight projects to inform strategic objectives,</li> <li>• Turn insight into action, by presenting insights in an engaging way to empower teams to use it in their decision making</li> </ul>
<b>Main Responsibilities</b>	<p><b>Be and advocate for insight</b></p> <ul style="list-style-type: none"> <li>• Develop training resources to help end-users become confident in scoping, inputting and analysing data, in order to support accurate data collection and reporting</li> <li>• Act as Insight Partner to key functions (Commercial &amp; fundraising and Marcomms) providing support and guidance on best use of insight to inform strategic decision making.</li> <li>• Create and maintain an insight hub to share learnings from research, including internal research projects as well as external academic or sector research (relating to fundraising)</li> </ul> <p><b>Lead the design and implementation of insight projects</b></p> <ul style="list-style-type: none"> <li>• Design, build and deliver qualitative and quantitative surveys for insight projects with our internal audiences, using our digital mailer software.</li> <li>• Conduct desk research to support insight requirements, including keeping abreast of research in relation to supporter and fundraising research.</li> <li>• Support teams with accessing data from PowerBi and research reports</li> </ul>



	<ul style="list-style-type: none"> <li>• Liaise with external suppliers to commission and oversee research projects.</li> <li>• Manage programmes of research with our audiences (including both internal research projects and external requests) to ensure we maintain engagement through relevant and engaging research topics.</li> <li>• Analyse, visually represent, interpret and present output and outcome data turning numbers / image-based data into written reports, critically analysing available information to enable evidence-based decision making.</li> </ul> <p><b>Turning insight into action</b></p> <ul style="list-style-type: none"> <li>• Support the Head of Data, Insight and Research in building a culture of knowledge and insight sharing.</li> <li>• Champion the use of insight, including externally sourced data to inform decision making.</li> <li>• Present insight in an engaging way to empower teams to adopt and apply insight into projects, strategies and team plans.</li> <li>• Initiate and maintain effective relationships with all stakeholders across functions and within the wider teams</li> </ul>
<p><b>Essential Qualifications</b></p>	<ul style="list-style-type: none"> <li>• Degree in relevant fields, or equivalent experience</li> <li>• At least 5 years of research experience</li> </ul>
<p><b>Essential Knowledge, Skills &amp; Experience</b></p>	<ul style="list-style-type: none"> <li>• Able to demonstrate good experience of scoping, designing, and implementing quantitative and qualitative market research projects.</li> <li>• Experience of delivering a range of different types of research projects, including an understanding of the different types of statistical analysis that might be used</li> <li>• Experience of quantitative and qualitative market research data and analysis and interpretation, demonstrating the ability to question assumptions, and seek further insight to inform decision making.</li> <li>• Demonstrate good communication skills, both written and verbal</li> <li>• Able to convey complex ideas, using a variety of methods to present complex and difficult messages, making them relevant, actionable and meaningful.</li> <li>• An understanding of data protection protocols</li> <li>• Ability to work autonomously, making effective decisions, employing good reasoning and judgement skills, capable of taking independent action.</li> <li>• Excellent planning, analytical, administrative and numeracy skills</li> <li>• Experience of using a variety of Bi tools</li> <li>• Ability to manage internal stakeholders, identifying their data and insight needs, and provide recommendations on the most appropriate solution.</li> <li>• Ability to liaise with a wide range of internal and external contacts.</li> </ul>

	<ul style="list-style-type: none"> <li>• Solid MS Office skills.</li> </ul>
<p><b>Desirable Knowledge, Skills &amp; Experience</b></p>	<ul style="list-style-type: none"> <li>• Market Research Society Advanced Certificate.</li> <li>• Statistical knowledge.</li> <li>• An interest in the charity sector, and appreciation of charity drivers</li> <li>• Understanding of Relationship management systems (i.e. CRM systems, Donorfy, Raiser’s Edge).</li> <li>• Good experience of using storytelling, narrative and data visualisation to make insights engaging</li> <li>• Specific experience of audience segmentation, product development &amp; UX, campaign evaluation and behavioural economics</li> <li>• Advanced technical knowledge of data and software packages including PowerBi and Microsoft applications with an emphasis on Excel to create reports, formulas, charts and contextual text reports.</li> </ul>
<p><b>Key Competencies &amp; Behaviours</b></p>	<p><b>The post holder will...</b></p> <ul style="list-style-type: none"> <li>• Demonstrate our “ICARE” values - Innovative, Collaborative, Authentic, Resourceful, Energetic</li> </ul> <p><b>And will...</b></p> <ul style="list-style-type: none"> <li>• Have excellent attention to quality and detail.</li> <li>• Have excellent communication skills and an ability to analyse and present information quickly, able to present complex information in a simple and easy to understand manner.</li> <li>• Be self-motivated and flexible, able to lead and drive work forward with minimal direction.</li> <li>• Be well organised, respond quickly to changing demands and demonstrate strong skills in prioritisation and time management, able to work to deadlines.</li> <li>• Be confident and polite.</li> <li>• Have a positive, empathetic, patient, polite and friendly manner.</li> <li>• Demonstrate the ability to build rapport quickly and to understand needs and expectations.</li> <li>• Display the highest levels of integrity, confidentiality, and commitment, understanding levels of accountability.</li> <li>• Be able to work within a range of environments and working cultures, adapting personal style accordingly.</li> <li>• Demonstrate the ability to collaborate and work as part of a team.</li> </ul>