

RECRUITMENT PACK

INNOVATION STRATEGY MANAGER

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JOB DESCRIPTION



KEY INFORMATION



Job Title and Code

Innovation Strategy Manager
(BDCH6396b)



Department/Team

Innovation Team



Location

Battersea London - Hybrid 50%



Salary & Grade

£51,313 per annum,
Grade C1



Hours

35 hours per week, but we're
always happy to discuss flexible
working, part time hours and job
share arrangements



Duration

Permanent

ABOUT THE ROLE

As Innovation Strategy Manager you will lead in helping Battersea learn, experiment and develop new solutions to drive forward our strategic priorities, keeping us relevant, future-focused and generating ever greater impact.

All work is delivered through creativity, collaboration within and outside of Battersea and a deep understanding of our target audiences, balancing ambition and pragmatism.

WHY THE ROLE EXISTS

This is a rare opportunity to lead in helping Battersea learn, experiment and develop new solutions to positively impact the lives of cats, dogs, and their owners for years to come. You'll bring strong strategic thinking, innovation expertise, service design, and leadership skills to an environment focused on meaningful social impact, working alongside a team of smart, compassionate, and experienced colleagues.

This role focuses on **broad, organisation-wide innovation** - spanning our services, operations, supporter offering, and income generation – with a clear focus on delivering outcomes for animals and the people who care for them. It is not a specialist digital or fundraising role; instead, it centres on identifying the right problems and shaping effective responses. While some initiatives will involve digital elements (and an understanding of this is useful), delivery is carried out by specialist teams both in-house and externally.

Success in this role means identifying high-impact opportunities, aligning stakeholders around them, and ensuring they are taken forward effectively – supporting pilots and implementation where appropriate.

RESPONSIBILITIES

	Estimated % time
Implementation (Embedding and Scaling)	30%
• Support the Innovation team in establishing and evolving a repeatable model for embedding successful innovation within functional teams. • Work with the Innovation team to integrate innovation initiatives, ways of working, and measurement into scalable business processes. • Ensure learning from implementation is systematically captured and fed back into early-stage innovation and pilot design.	
Strategy Development (Direction, Prioritisation, Insight)	45%
• Play a key role in developing and evolving the organisation's innovation strategy in partnership with the Innovation Lead. • Identify and interpret external trends, emerging practices, and sector developments, translating these into implications and opportunities for the organization. • Support long-term, future-focused thinking, helping the organisation align around a clear vision and direction, to then shape Innovation focus. • Synthesise internal data, user insight, and external signals into clear strategic recommendations and potential innovation focus areas. • Support prioritisation of innovation opportunities, balancing impact, feasibility, and alignment with organisational goals (working with strategic planning as needed). • Help shape and maintain a coherent innovation pipeline, aligned to the organisation's most critical challenges and opportunities. • Define how the Innovation team best supports critical functions (e.g. Income Generation), ensuring efforts are targeted and effective.	
Collaboration and Team (Alignment, Influence and Capability Building)	25%
• Build strong relationships with the Insight team to ensure data and analysis meaningfully inform innovation strategy and decisions.	

- Engage and work with external partners (e.g. agencies, sector peers, etc.) to bring in new perspectives and challenge thinking.
- Recommend and support team in developing innovative new ways to generate insight, test and pilot ideas and measure impact to continuously strengthen how innovation is delivered.
- Strengthen collaboration with key functions (including Income Generation) to align innovation activity with organisational priorities.
- Influence and support stakeholders at all levels, building buy-in and momentum for innovation initiatives.
- Build organisational capability by supporting teams to apply innovation principles, tools, and ways of thinking in their work.
- Present at regular “Inform & Consult” and similar sessions as needed.
- Contribute flexibly to wider Innovation team priorities, supporting key projects and workstreams as needed.

The above job description is intended to be an outline of the duties and responsibilities for this role. This is not an exhaustive list, and it is likely to change over time. You may be expected to undertake other duties that are commensurate with this role and grade.

PERSON SPECIFICATION

ESSENTIAL

- **Strategic insight and synthesis:** Ability to identify emerging trends and connect disparate insights (market, user, organisational) into clear narratives, strategic choices, and innovation priorities.
- **Structured problem framing:** Comfortable bringing structure to ambiguity, defining problems clearly and guiding work from exploration through to strategic direction.
- **From strategy to execution and prioritisation:** Proven ability to translate strategy into actionable plans.
- **Implementation in complex environments:** Experience leading the adoption of new processes, tools, or ways of working across complex organisations.
- **Research and evidence-led thinking:** Ability to design and use qualitative and quantitative inputs to test hypotheses and inform decisions.
- **Influencing and strategic communication:** Able to communicate complex ideas clearly and persuasively, building alignment and buy-in across diverse stakeholders.
- **Collaborative and cross-functional working:** Works effectively across teams and disciplines, fostering shared ownership and learning.
- **External engagement and partnerships:** Builds and leverages relationships with external partners (e.g. agencies, startups, research bodies) to bring in new perspectives, ways of working and accelerate progress.
- **Innovation practice and continuous improvement:** Understanding of innovation methods (e.g. design thinking, experimentation, impact measurement) combined with a proactive, opportunity-focused mindset.

DESIRABLE

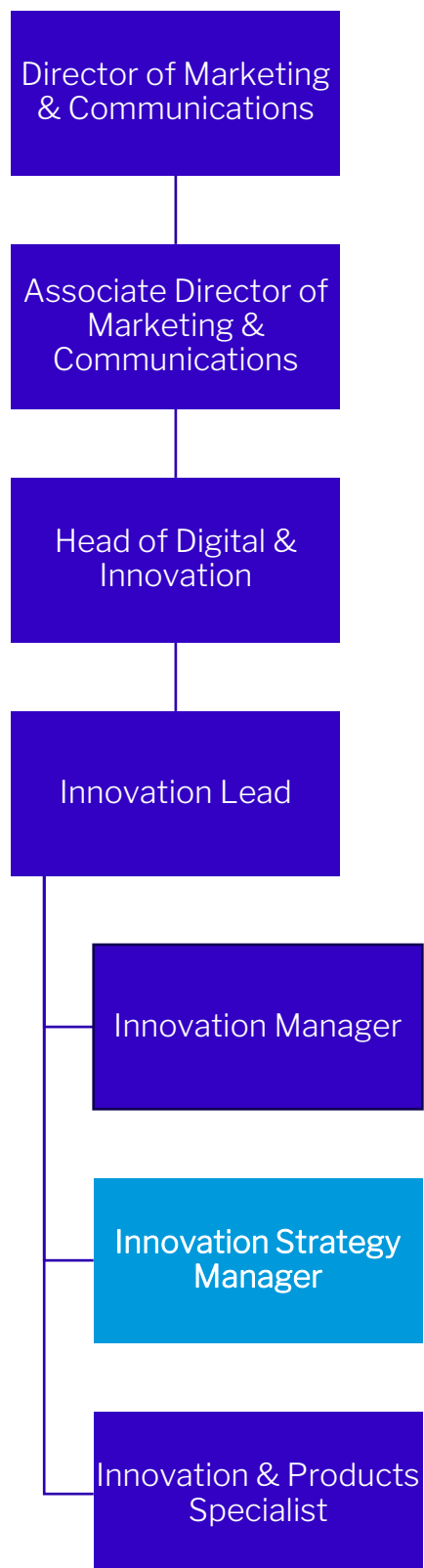
- Experience working within the non-profit or social impact sector.
- Experience in a strategy role or similar.
- Knowledge of the animal welfare and/or pet care industry.



HYBRID WORKING POLICY

We operate a hybrid working policy, with our office-based teams splitting their time between site based and home working. We believe this enables our office-based colleagues to maintain the benefits of home working, while allowing for collaboration and interaction with our animal-facing colleagues and maintaining a connection to our cause. As such, you'll be expected to work in our Battersea office for at least 50% of your working week.

POSITION IN THE TEAM



YOUR APPLICATION



KEY DATES



Closing Date

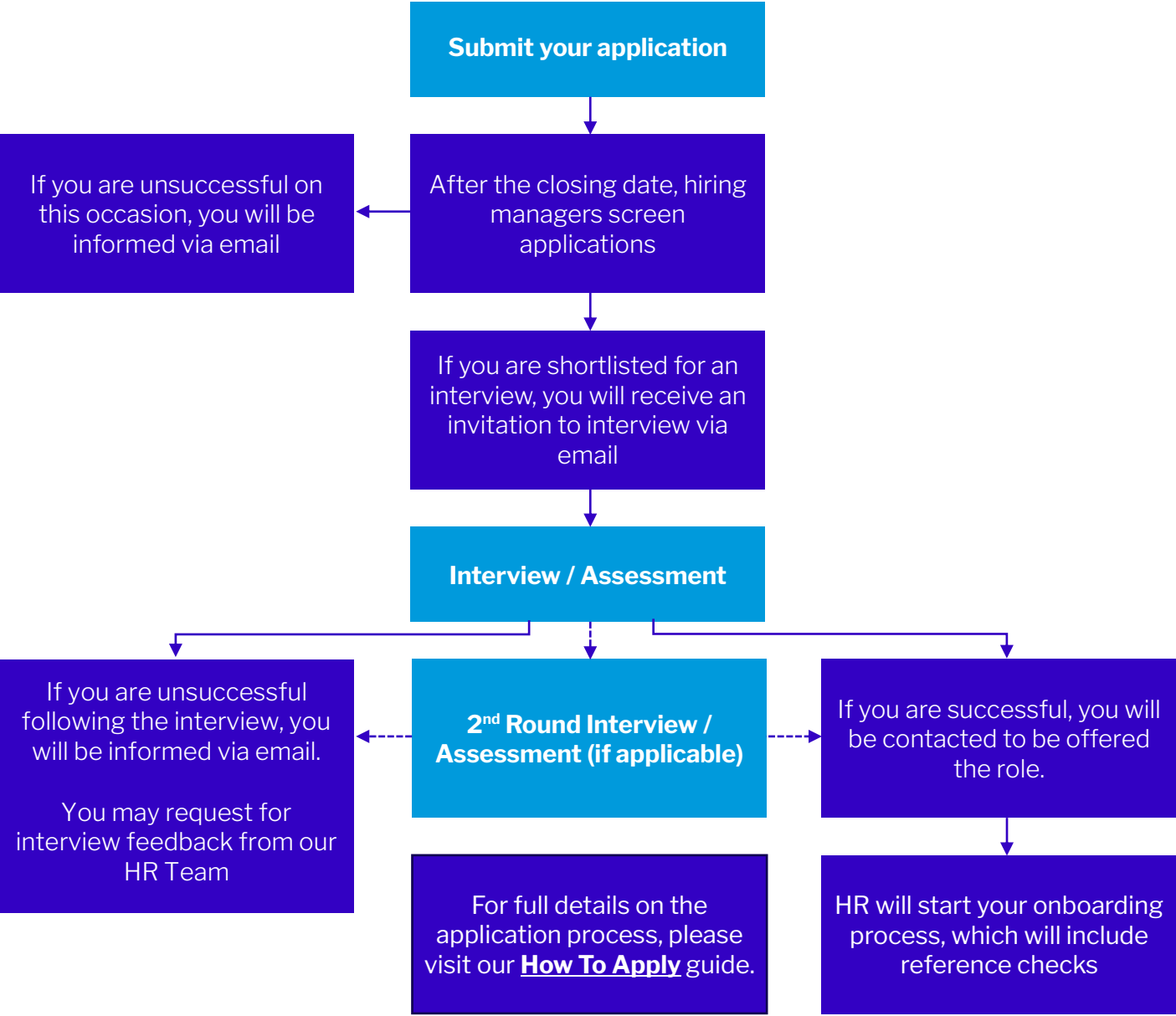
22nd September 2026, 11.59pm



Interview Date

First Round (online): 30th September & 1st October 2026

APPLICATION PROCESS





COMPLETING YOUR APPLICATION

The information below is provided to support you with completing your application.

Our application forms will ask you for:

- Employment History
- Educational History (which is non-mandatory)
- A supporting statement of no more than 1000 words and/or
- Responses to short-answer questions

The statement and short-answer responses are a very important part of your application. This is your opportunity to showcase your knowledge, skills and experience, and how this relates directly to the person specification for the role.

Please provide specific examples where possible and demonstrate your key achievements. You might also consider referencing Battersea's key values in your application (for more on these values, please see the 'Life at Battersea' document).

Once your application is complete, we encourage you to provide your diversity monitoring information. Whilst this is entirely voluntary, completing this information will form part of an anonymised data set to help us understand, measure and take action to ensure our processes are inclusive. Your information will remain confidential, be held in line with GDPR requirements and will not be used to determine whether you are shortlisted for any role(s) you apply for.



ACCEPTABLE USE OF AI

At Battersea, we value expertise. We recognise each candidate that applies to us will have a range of expertise they can offer us, so we want to hear about this in your own words. We understand the support that generative artificial intelligence (AI) software can offer but it can also lead to numerous applications presenting as generic and impersonal. This makes it difficult to gain understanding of your unique experience.

To best showcase yourself, we encourage you to write your responses without the assistance of AI. If you require the use of AI software to aid in completing your application, we ask you use the generative responses as a prompt for writing your answers and avoid copying and pasting. You must also ensure the information presented in your application accurately reflects your experience.

If you are successful to the interview stage of the recruitment process, we ask that you follow the below guidelines on the use of AI at interview stages:

Acceptable use:

- Researching sector trends, company information, or general interview tips
- Practicing interview questions with AI tools to improve communication skills
- Using AI to support with structuring your responses

Please do not:

- Submit AI-generated responses as your own during the interview
- Use AI to impersonate or misrepresent your experience or skills
- Use AI tools during real-time interviews



DIVERSITY AND INCLUSION

OUR COMMITMENT

We are committed to providing a welcoming and inclusive experience for all employees, volunteers and trustees and those hoping to join us. We operate an anonymised shortlisting process and actively seek to ensure our process is fair and equitable for all.

We understand the value of diverse voices, perspectives, and experiences to help us deliver even more for our dogs and cats, and we welcome applicants from all sections of the community.

WORKPLACE ADJUSTMENTS

As a Disability Confident Committed Employer, we will also ask about any adjustments you may need at the application and/or interview stage. And, if you are offered a role with us, we'll talk to you about any workplace adjustments you may need to help you perform at your best. If you would like to talk more about this, please contact 020 3887 8341 or email jobs@battersea.org.uk

REQUIREMENTS FOR WORKING AT BATTERSEA

Please note that all offers of employment require:

- References deemed satisfactory by Battersea
- Proof of eligibility to work in the UK. For details on which documents can be used to certify your right to work, please refer to [Prove Your Right to Work](#)
- Candidate to be at least 18 years old of age at the start of the employment

DATA PROTECTION

The information you provide in your application will be used by Battersea Dogs and Cats Home to assess your suitability for the role you have applied for.

Any special category information (such as information relating to ethnicity or sexual orientation) you choose to provide will only be used by Battersea to monitor and report on diversity and equality of opportunities. The provision of this information is entirely voluntary and will not be used in determining whether you are shortlisted for the role you have applied for.

Further information about how we protect and use your personal data is set out in our [Job Applicant Privacy Notice](#) or contact our Data Protection office at DataProtection@battersea.org.uk



BATTERSEA

HERE FOR EVERY DOG AND CAT

BATTERSEA DOGS & CATS HOME

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Battersea is a charity registered in England and
Wales (206394)

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