

RECRUITMENT PACK

RESEARCH & INSIGHT LEAD

CONTENTS

- Job description..... 3**
 - Key information.....4
 - Area of focus will be.....5
 - Responsibilities.....6
 - Person specification.....8
 - Hybrid Working Policy9
 - Position in the team10
- Your application.....11**
 - Key dates.....12
 - Application process12
 - Completing your application13
 - Acceptable use of AI14
 - Diversity and inclusion15
 - Requirements for working at Battersea.....16
 - Data protection16

JOB DESCRIPTION



KEY INFORMATION



Job Title and Code

Research & Insight Lead
BDCH6439



Department/Team

Marketing and Communications/
Insight and Impact team



Location

Battersea London, Hybrid 50%



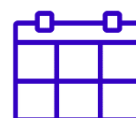
Salary & Grade

£57,987 per annum, Grade B2



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

Battersea is an ambitious and exciting place to work; our brand, marketing campaigns and expert care for dogs and cats in need help us to stand out in the sector.

Battersea's Insight & Impact team proudly inspires and empowers colleagues in all teams to make confident and evidence-based decisions, that ultimately drive positive impact for dogs and cats everywhere.

As a Research & Insight Lead, you will help shape how insight informs decision making across Battersea, leading strategic research programmes and ensuring colleagues have the evidence they need to make confident, audience-led and evidence-based decisions.

The role exists to lead Battersea's strategic research and insight portfolio, ensuring the organisation has the insight required to make confident, evidence-based decisions.

In this role you will provide leadership across Battersea's research and insight portfolio, on audiences, public attitudes, market trends and evidence-informed decision making. Working closely with the Head of Insight & Impact, You will strengthen how insight informs strategic planning, organisational change, innovation, audience engagement and decision making across Battersea.

AREA OF FOCUS WILL BE



Leading strategic research that helps shape Battersea's future direction and priorities.



Understanding public attitudes, audience needs and pet owner behaviours.



Identifying emerging trends and issues that could impact pet welfare and Battersea's work.



Ensuring insight is used effectively across the organisation to inform decisions, campaigns and services.

THE IDEAL CANDIDATE

- Has extensive experience in a research or insight management role, from commissioning through to socialisation.
- Extensive experience leading tracking studies and ad hoc mixed method projects.
- Strong data synthesis and storytelling capabilities for strategic and actionable recommendations with an eye for detail and accuracy.
- Strong presentation skills to influence decision making and energise stakeholders at all levels.
- Previous experience facilitating workshops, conducting focus groups and interviews, and designing, scripting, and analysing surveys.
- Is a strategic and creative thinker, with strong consultative skills for influencing stakeholders at all levels.
- Can prioritise and deliver high-quality work with minimum supervision.
- Has a love of dogs and cats!

RESPONSIBILITIES

	Estimated % time
Lead Battersea's strategic research and insight portfolio Lead the day-to-day management and delivery of Battersea's research and insight programme, supporting the planning and prioritisation of activities in line with organisational priorities by: • Overseeing the delivery of Battersea's core insight programmes and tracking studies. • Ensuring research and insight activity is aligned to organisational priorities and business needs. • Supporting the Head of Insight & Impact to identify and respond to strategic insight needs across the organisation. • Leading the day-to-day prioritisation, planning and allocation of research resources across competing demands and projects. • Ensuring research projects are appropriately scoped, commissioned and delivered to a high standard. • Identifying opportunities to improve ways of working, increase the visibility of insight, and maximise the value of research investment. • Act as deputy to the Head of Insight & Impact on research and insight matters, as required.	30%
Lead complex strategic research and insight programmes Lead the design and delivery of Battersea's most strategically important research programmes by: • Leading Battersea's flagship tracking programmes to generate robust evidence on organisational performance, audience engagement and key sector issues. • Designing and delivering mixed-methodology research programmes which inform organisational strategy and decision making. • Synthesising evidence from multiple internal and external sources to identify strategic trends, opportunities and risks for Battersea. • Managing external agencies and suppliers to ensure delivery of high-quality research outputs. • Providing senior oversight to complex research projects delivered by other team members. • Identifying emerging opportunities, risks and trends relevant to Battersea's audiences and future direction. • Ensuring insight is translated into actionable recommendations that drive organisational impact.	30%
Act as Battersea's internal expert on insight, audiences and behaviour Provide organisational leadership and consultancy on audience, market and behavioural insight by:	15%

- Acting as a trusted advisor to Directors, Heads of Department and project leads.
- Providing expert research and insight advice in accessible, non-technical language.
- Supporting teams to identify evidence needs and apply insight effectively.
- Leading workshops, insight discussions and stakeholder engagement sessions.
- Supporting the development of audience-led and evidence-led decision making.
- Building understanding of audience behaviours, needs, motivations and barriers across Battersea.

Supporting organisational insight capability and governance

10%

Support the development of Battersea's insight culture and capability by:

- Providing expert guidance on research design, commissioning and methodology.
- Delivering training, workshops or capability-building activity.
- Supporting coordination and visibility of research activity across Battersea.
- Contributing to insight sharing, organisational learning and evidence repositories.
- Promoting the effective use of evidence in strategic and operational decision making.

Lead and develop the research and insight team

15%

Support the effectiveness and development of the research function by:

- Providing line management, coaching and development support to the Research & Insight Manager.
- Supporting prioritisation and workload management across the team's research portfolio.
- Maintaining quality standards across all research and insight outputs.
- Contributing to team planning, capability development and continuous improvement.
- Providing matrix coordination and direction to the Impact & Insight Officer where appropriate.
- Helping create an inclusive, collaborative and high-performing team culture.

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

- Extensive experience leading strategic research and insight programmes.
- Strong expertise in quantitative and qualitative research methodologies.
- Experience translating evidence into strategic recommendations and organisational action.
- Experience influencing senior stakeholders and supporting executive-level decision making.
- Experience managing complex projects and competing priorities across multiple teams.
- Experience commissioning and managing external research agencies and suppliers.
- Excellent synthesis, storytelling and presentation skills.
- Experience coaching, developing or line managing others.

DESIRABLE

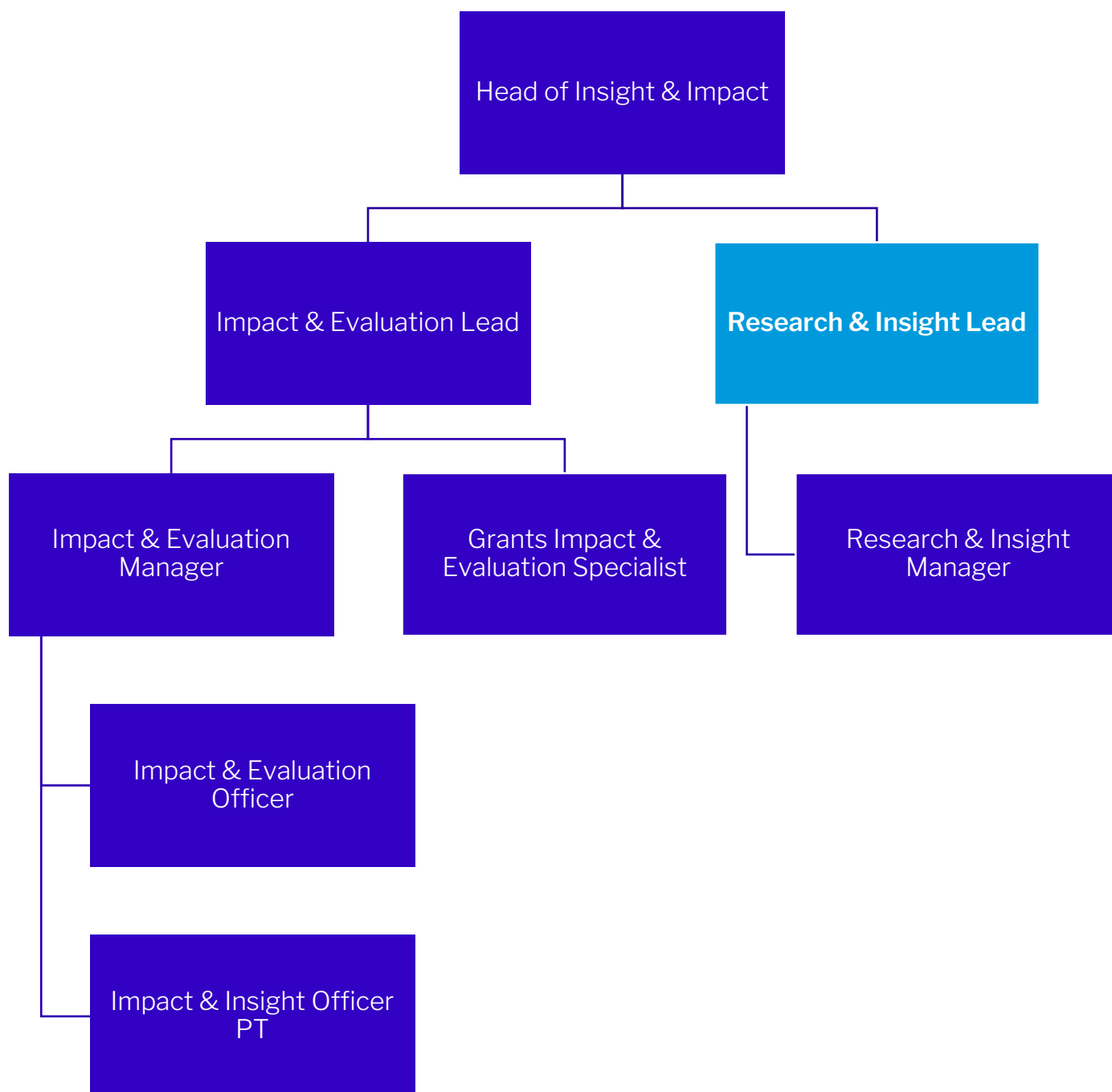
- Experience in audience strategy, behavioural science or behaviour change.
- Experience working in the charity or not-for-profit sector.
- Experience supporting organisational strategy, planning or transformation.
- Experience developing insight capability, governance or evidence-led ways of working.



HYBRID WORKING POLICY

We operate a hybrid working policy, with our office-based employees splitting their time between site based and home working. We believe this enables our office-based employees 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

14th October 2026, 11.59pm



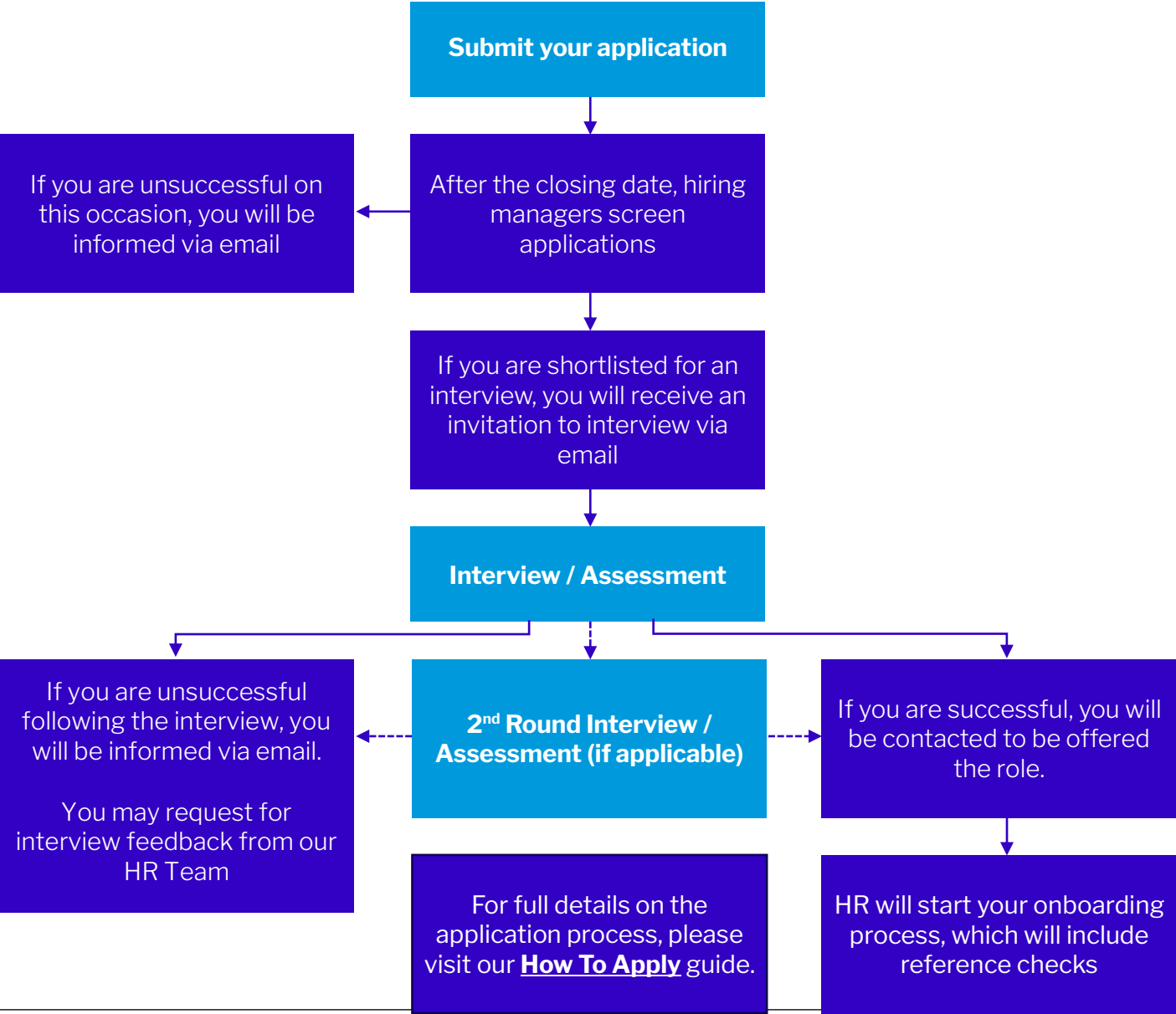
Interview Dates

Pre-interview task (by email): 15th - 22nd October 2026

First round: 26th / 27th October 2026

Second round: 3rd / 4th November 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

4 BATTERSEA PARK ROAD
LONDON SW8 4AA

+44 (0) 20 3887 8341
JOBS@BATTERSEA.ORG.UK

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

Patron HRH The Duchess of Cornwall GCVO
President HRH Prince Michael of Kent GCVO

