

Senior Researcher – nfpPolitics – Job Description

Position title: Senior Researcher, nfpPolitics, Professional Audiences team

Place of work: Flexible – home-working, hybrid, or office based. The role will involve a minimum of once-a-month travel to nfpResearch's office in Shoreditch, London for team meetings. You may also be expected to work in-office on additional days throughout the year for training, events or client meetings.

Type: Permanent

Hours: Full-time (35 hours a week). nfpResearch operates a 100-90-100 working policy. You will receive 100% of the listed remuneration for working 90% of required hours, provided 100% of your workload is met. This means you can flexibly choose to take a half-day every week, or a full day off every two weeks.

Remuneration: £35,500 - £39,500 p.a. + annual bonus

Start date: ASAP

nfpResearch delivers research, insights and expertise to help non-profits understand their audiences and make informed strategic decisions. We are a small, dynamic, values-driven research company that works exclusively for the non-profit sector, looking for a Senior Researcher to join our hard-working team.

We are committed to creating and nurturing a positive working culture. We believe happy staff deliver great work for clients. That is why we focus on development and training on all role related topics, opportunities for colleagues to progress in their careers, and a 4.5-day week that enables us all to find the right work-life balance. The company meets in London once a month for a knowledge sharing meeting, where we catch up on anything from recent projects to new methodologies. After this meeting we have a social.

The charities we work with often give us excellent feedback and want to work with us again. We encourage feedback with staff and clients, and we act when we could have done better. To work at nfpResearch you have to be passionate about helping charities be the best they can be – this is what drives us. Working at nfpResearch will build your knowledge and understanding of the charity sectors in the UK, Ireland, Canada and the US. We have already worked with over 200 charities of all sizes, sectors and regions.

The role

As a Senior Researcher, you will take a leading role in our research programmes with parliamentarians and journalists, while also contributing to our work with the general public and bespoke client projects. You will act as a trusted partner to clients and a point of guidance for junior colleagues.

You will lead on our nfpPolitics programmes – quarterly surveys of 100 MPs and an annual survey of 100 members of the House of Lords, plus annual surveys of MSPs in Scotland, MSs in Wales and MLAs in Northern Ireland. These programmes give charity clients clear, evidence-based insight into how they are seen at Westminster and in the devolved parliaments: tracking awareness of organisations and their campaigns, the actions parliamentarians have taken in response, and how effective they consider those organisations to be. Subscribers also receive unfiltered open comments from parliamentarians and access to broader political intelligence data – covering what MPs see as

the biggest challenges facing the sector, the factors that influence whether they will support a campaign, and which organisations have impressed them in Parliament.

You will also oversee nfpPress, our annual survey of 150 UK journalists across print, digital and broadcast media. This gives charity communications teams systematic insight into how the media perceives them and their work – not just whether journalists know who they are, but whether they want to work with them, and what would make them more likely to.

Alongside this tracking work, you will contribute to a varied portfolio of bespoke projects for individual charity clients – from applicant perception research for funders, to supporter benchmarking and message testing. In practice, this means working across a wide range of topics and methodologies, helping charities make better strategic decisions.

Description of responsibilities and opportunities:

- Leading our nfpPolitics Westminster programme: quarterly surveys of 100 MPs and an annual survey of 100 members of the House of Lords, including questionnaire design, fieldwork management, analysis and client debriefs
- Leading our nfpPolitics Scotland, Wales and Northern Ireland programmes: annual surveys of MSPs, Members of the Senedd and MLAs
- Overseeing nfpPress: our annual survey of 150 UK journalists across print, digital and broadcast media
- Managing a portfolio of client accounts across the Professional Audiences monitors – advising clients on their results, responding to requests for analysis, and supporting retention
- Contributing to the design and delivery of bespoke projects for a wide range of charity clients, spanning applicant perception research, supporter benchmarking, message testing and audience insight work
- Writing and presenting client reports and debrief presentations, with clear conclusions and actionable recommendations
- Line management of a Research Officer or Research Assistant: writing objectives, conducting appraisals and supporting their professional development
- Contributing to business development, including helping to scope and write proposals and participating in pitch meetings
- Contributing to the broader life of the company, including our monthly Knowledge Meeting, company blog and Insights events

Who we are looking for:

This post would be ideally suited to a researcher with at least three years' experience in a market research or social research role, with a strong interest in the non-profit sector and the professional audiences it works with – whether parliamentarians, journalists, funders or specialist communities.

Essential:

- Minimum three years' previous professional research experience, ideally in market research, social research or a consultancy setting
- Experience of managing research projects or programmes with a high degree of independence
- Experience of managing clients or other external relationships
- Experience of presenting in a professional context
- Strong quantitative research skills, including excellent data literacy, survey design and data visualisation

- Analytical skills and ability to interpret research, and explain what it means for a range of different audiences – both verbally and in writing
- A strong interest in politics, media or public affairs, and an understanding of how non-profits engage with these arenas
- A strong interest in, and preferably experience of, charities and not-for-profits

Desirable:

- Experience of research with specialist or professional audiences (such as parliamentarians, journalists, healthcare professionals or funders)
- Experience of conducting qualitative research (interviews, focus groups or similar)
- Keen interest or experience of the not-for-profit sector in one of our international markets (Ireland, Canada or the US)
- Experience of line managing or mentoring more junior colleagues
- Experience of using R, SPSS or Displayr

In addition, we also like to see the following soft skills in all our staff:

- Strong verbal and written communication skills
- Excellent time management and organisational skills
- Self-motivated, hardworking and proactive
- Enthusiastic, personable and with a sense of humour
- Ability to work collaboratively and flexibly as part of a team

What nfpResearch delivers to you:

- A varied and senior role at the UK's leading research consultancy working exclusively in the not-for-profit sector
- The opportunity to lead research that shapes how charities engage with Parliament, the media and their audiences
- The chance to be an integral part of a small and dynamic company
- 25 days paid holiday per year, plus bank holidays and days between Christmas and New Year
- Training for the MRS Advanced Certificate qualification and a bonus if you pass the exam

How to apply:

Please send a 1-page cover letter and your CV (no more than two pages) to Berni White-Webster at work@nfpresearch.com. Your cover letter is your opportunity to tell us why you are interested in the role and what you would bring to nfpResearch. We are particularly interested in hearing about your experience in a client-facing role, your knowledge of the not-for-profit sector, and your understanding of how charities engage with Parliament and the media.

We run a blind recruitment process, where we anonymise each application once it is submitted. Please submit your application as a single document with your full name as the document title. Please state where you saw this job advertised. Please write "Senior Researcher application" in the email subject line.

We understand that artificial intelligence (AI) tools can be helpful in preparing job applications. However, we value authenticity, originality and personal insight in all submissions. If you choose to use AI assistance in preparing your application, please ensure that:

- Your application accurately reflects your own skills, experience and tone of voice
- All information provided is truthful and verifiable
- You take full responsibility for the content you submit

We appreciate your honesty and look forward to learning about you, not just what AI can create.

Please note the deadline is midday, Monday 4 May 2026 and interviews will take place in the week commencing 11 May 2026.

Please note, at the time of starting employment, the successful candidate must have permission to work in the UK.

No agencies please.