

Senior Audience Insight Manager

Job description

Together we are help and hope for everyone living with dementia



Who we are

Dementia is the UK's biggest killer. One in three people born in the UK today will develop dementia in their lifetime.

At Alzheimer's Society, we're the UK's leading dementia charity and the only one to tackle all aspects of dementia by giving help and hope to people living with dementia today and in the future. We give vital support to people facing the most frightening times of their lives, while also funding groundbreaking research and campaigning to make dementia the priority it should be.

Together with our supporters, we're working towards a world where dementia no longer devastates lives.

Our values

Our values tell everyone who we are as an organisation.

Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us of what we all stand for.

Our values are evident in everything we do, how we do it and how we work together.

These are not just words on a wall, we live these every day in all our work. We are determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



Determined to make a difference

We're passionate, we're focused and we make a lasting impact for everyone living with dementia.



Trusted expert

We're listening, we're learning and we use experience and evidence.



Better together

We're open, we combine our strengths and we achieve more together.



Compassionate

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

Senior Audience Insight Manager

Position in the organisation

Reports to the Fundraising and Marketing Insight Lead.

Member of our Brand & Marketing Department.

Part of our Income and Engagement directorate.

Purpose of this role

We are here for anyone affected by dementia to help them navigate some of the hardest and most frightening times of their lives.

We are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialists, and so much more. We are volunteers, we are employees, and together we are here to make a difference to the lives of people living with dementia and their carers.

An experienced research and insight professional, the postholder will be responsible for managing multiple teams to drive more effective fundraising, marketing, campaigning and service delivery. This role requires creating a programme of research and insight across a range of insight disciplines, including using different quantitative and qualitative techniques, as well as a full understanding of how to use and report on data analysis. This role requires that all insight is fully actionable, you will work with colleagues, they will promote a learning culture and help to create evidence-based decision making across the organisation.

At Alzheimer's Society, multiple audiences are important for us to understand their needs, behaviours and attitudes. These could include health care professionals, people affected by dementia, fundraisers, politicians, social care workers, staff, etc, with many insight projects gaining insight from different audiences.

The postholder can expect to run projects using many different research techniques and methodologies, such as running focus groups, conducting in-depth interviews, large-scale quantitative projects, developing and managing in-house panels, bulletin boards and neuroscience projects. Projects will include testing and measuring creative campaigns, helping to develop statistics for the media team, embedding a segmentation into key stakeholders across the business, running post-event surveys, customer satisfaction surveys, brand tracking and new product development.

Working closely with a range of stakeholders, the postholder will feed into strategic plans for growth across the organisation. You will also help ensure that segmentation, as well as other insights, is embedded into our engagement by overseeing the Supporter Journeys team.

We are looking for someone who exemplifies our values, someone who is: Determined to make a difference when and where it matters most. A trusted expert who believes in working Better together and demonstrates true Compassion.

Key accountabilities and responsibilities

- The role has the responsibility of designing, delivering and embedding impactful audience research (in-house or outsourced) to inform strategy, planning and decision making across the organisation. Core responsibilities involve taking on briefs, designing robust qualitative and quantitative methodologies and then working with internal clients to interpret and apply findings.
- Responsible for moderating qualitative groups online and face-to-face. Regularly develop and write quantitative market research questionnaires and run bulletin board projects as required.
- Identify gaps in organisational knowledge to develop a clear programme of insight requirements. Liaise with and advise key stakeholders across the organisation. Identify any potential duplications of activity across the organisation or opportunities to strengthen other existing work streams.
- Validate through research the initial segmentation outline. Develop a deeper understanding of the segment's motivations and their key behaviours through a range of techniques, including moderating qualitative groups and the development of quantitative questionnaires. Develop comprehensive personas for the segmentation, including demographics, interests, and barriers to engagement.
- Lead on embedding the segmentation within the organisation. Help bring the segments to life in a way that is accessible to a range of stakeholders and help create an organisational awareness of how they are part of our strategic marketing strategy. Create the framework within our organisational activity to capture the necessary information to categorise audiences and supporters within the segmentation framework.
- Conduct sector and other external research as required. Monitor fundraising and marketing sector trends and act as a hub for external insight gathered by colleagues. Regularly present market research data from qualitative and quantitative projects to a range of stakeholders across the organisation.
- Manage the research needs, including the coordination of supporter panel requests, and building an annual plan to support strategic priorities.
- Responsibility for managing suppliers such as consultancies and agencies.
- A responsible role to ensure that major projects run on time and to budget and are done to a high professional standard.

We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted to the services database or other systems in accordance with deadlines.

Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Excellent numeracy skills and presentation skills.	A/I
Experience in data analysis and developing reports for a broad audience.	A/I
Experience in understanding and using insight and market research.	A/I
Ability to create and maintain effective working relationships with people at all levels and foster good relationships between employees and stakeholders across the Society.	A/I
Experience and understanding of budgeting and financial management.	A/I
Awareness of data protection regulation.	A/I
Experience of working with or for charitable organisations.	A/I
An understanding of key market research methodologies, both qualitative and quantitative.	A/I
Experience in line management.	A/I

Competencies & personal attributes	Application (A) or interview (I)
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	A/I
Be a self-starter and incredibly motivated.	A/I
Excellent organisational and timekeeping skills.	A/I
Excellent attention to detail.	A/I
Non-judgemental communication	A/I
Commitment to and understanding of equal opportunities	A/I
Understanding of the inclusion agenda and its relevance within a diverse society	A/I

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Our benefits



Financial Security

- Group Personal Pension Plan with Scottish Widows – with up to 8% employer contribution rate
- Life Assurance Scheme – two times your annual salary
- Society Plus and Smart Spending App – giving you unbeatable savings at hundreds of retailers



Health & Wellbeing

- Health Cash Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Financial support towards relevant professional qualifications



Family & Dependents

- Enhanced family leave – 16 weeks paid for all parents
- Paid time off work for fertility treatments for both partners
- Paid carers leave
- Paid dependants leave
- Paid compassionate and bereavement leave
- Paid time off work to support those transitioning



Recognition

- Annual people awards
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



Work Life Balance

- Annual leave of 27 days increasing to 30, plus bank holidays
- Career breaks of up to 3 months
- Flexible working
- Wellbeing leave