

# **Audience Insight Researcher**

## **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.

# Audience Insight Researcher

## Position in the organisation

Reports to the Senior Audience Insight Manager.

Member of our Brand and marketing team.

Part of our Income and engagement directorate.

## Purpose of this role

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

Deliver market research to support Alzheimer's Society's ambitious fundraising strategy. Influence and challenge stakeholders at all levels to make use of this insight.

Design, conduct and manage market research projects that will influence our supporter strategy enhancing communications, journeys and product innovation. Analyse data from a variety of sources to identify trends and develop a holistic understanding of how our supporters think and feel. Deliver and communicate actionable insights to stakeholders across the organisation.

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

### Undertaking Market Research

- Design and conduct quantitative market research projects to measure supporter experiences and shape our income generation strategy.
- Implement the most effective research methodologies to meet organisational needs, budgets and deadlines.
- Ensure that market research projects which measure supporter experience are inclusive for a diverse range of people including those affected by dementia.
- Manage ongoing research projects, such as our supporter satisfaction surveys.
- Design and conduct qualitative research projects and customer immersion activities.

### Quantitative and Qualitative Analysis

- Analyse both quantitative and qualitative data from market research projects to determine key insights.
- Lead on the evaluation of data from market research tracking projects to identify trends that may impact upon our work.

### Stakeholder Management

- Build strong working relationships with internal stakeholders, identifying areas where research is needed or could be expanded, to have greater strategic impact.
- Manage relationships with external market research agencies if services are outsourced.

#### Championing and Sharing Insight

- Lead on communicating key trends and actionable insights through written reports and verbal presentations, tailoring the delivery of these findings to meet the audiences' needs.
- Champion insight across the organisation and influence stakeholders at all levels to make effective use of research findings.<sup>2</sup>
- Lead on creating a holistic view of our supporters by synthesising existing knowledge gathered from research and external data sources to provide evidence which can shape our strategy and inform key decision making.

#### Data Security & Compliance

- Responsible for ensuring market research with supporters conforms to GDPR and data security guidelines by liaising with our information governance team and working in compliance with the Market Research Society code of conduct.

### **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.
- Champion the diverse needs of people affected by dementia by working in a manner that facilitates inclusion and collaboration, within and beyond the Society.
- Support and enable volunteering activities.
- 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.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines and reporting requirements.
- Work to embed a culture of inclusion and collaboration, within and beyond the Society.

## Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
MRS Advanced Certificate in Market and Social Research*	A/I
Extremely proficient at designing, conducting and managing quantitative market research	A/I
Experience of undertaking qualitative market research	A/I
Competent analysing and interpreting data from a variety of sources	A/I
Proficient at report writing, with the ability to synthesise key information and present it in a variety of formats.	A/I
Excellent knowledge of MS Office suite	A/I
Experience using Microsoft Excel and/or other statistical software packages	A/I
Good knowledge of MRS Code of Conduct and other industry best practice	A/I
Knowledge of Data Protection and GDPR regulations for market research	A/I
Able to proactively build relationships and engaging key organisational partnerships	A/I
Participates by seeking appropriate opportunities to be involved in the wider aspects of the organisation's work	A/I

Competencies & personal attributes	Application (A) or interview (I)
Excellent communication skills, both verbal and written	A/I
Work collaboratively and be able to prioritise your workload effectively and remain solution focussed throughout your areas of work.	A/I
Strong interpersonal and interpretation skills will allow you to have open jargon-free conversations with the business.	A/I
Ability to use own initiative, prioritise and demonstrate problem solving approach	A/I
Learns by always basing actions and decisions on evidence	A/I
Excellent organisational and timekeeping skills.	A/I

Excellent attention to detail.	A/I
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	A/I

*Follow us on Twitter and Instagram @Alzheimerssoc and Like us on Facebook or check out Alzheimer's Society YouTube channel [youtube.com/AlzheimersSociety](https://www.youtube.com/AlzheimersSociety)*

# 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 & Dependants

- 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