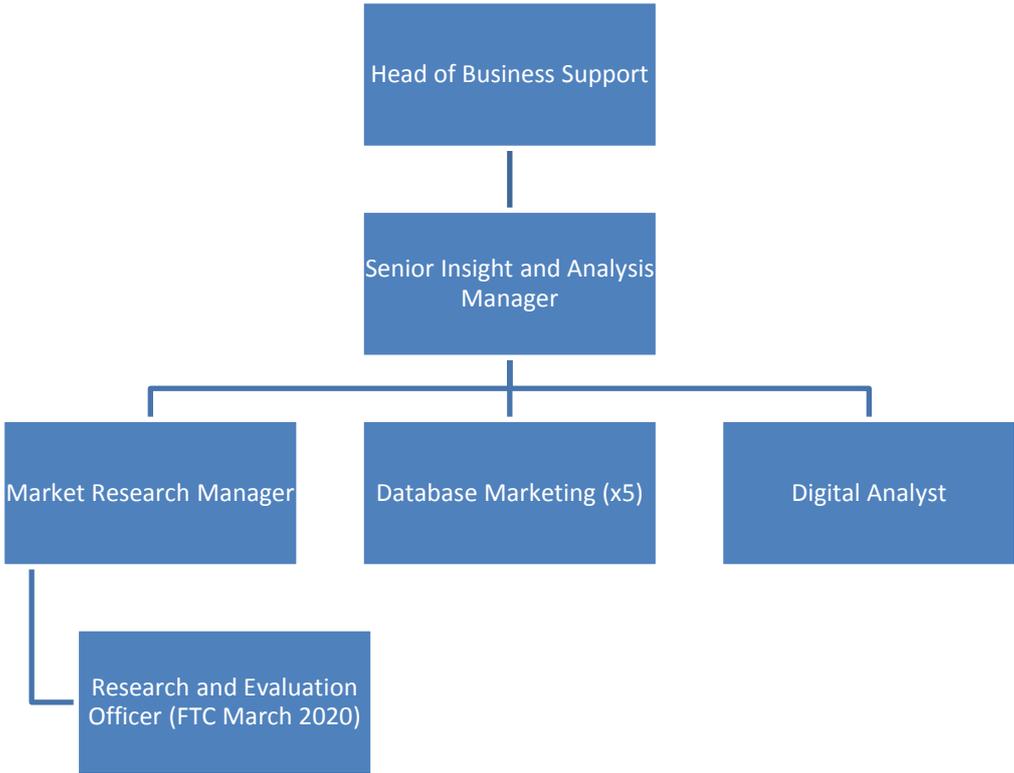


Job Title: Market Research Manager

DIRECTORATE:	Engagement and Fundraising
SECTION:	Business Support
REPORTING TO:	Analysis and Insight Manager
CONTRACT:	Full time



WORKING RELATIONSHIPS:

Inside Diabetes UK
Engagement and Fundraising directorate; broader areas of supporter engagement, e.g. Volunteering and Campaigning
Outside Diabetes UK
Research organisations and agencies, suppliers, other charities and voluntary organisations, NHS bodies.

OVERALL PURPOSE OF THE JOB

The Market Research Manager will lead on organisation wide activities that require insight and knowledge from our key audiences including our supporters, people affected by diabetes, healthcare professionals and

our partners. They will act as a gateway for all market research and advise stakeholders internally on the best route to ensure insight is at the heart of our activities and route to engagement. They will lead a strategic market research programme, ensuring that they deliver demonstrable organisational benefit against our strategy, run to plan and budget, and are widely disseminated.

MAIN DUTIES AND RESPONSIBILITIES:

Lead a market research programme, designing and delivering research that contributes towards activities that help us deliver on our strategy

Provide specialist advice on social research including sample, methods (qualitative and quantitative), analysis, and dissemination of results.

Champion and increase the use of insight across the organisation, ensuring that colleagues understand how it can add value to programmes and activities from the start including as part of our planning process.

Develop research standards for the organisation, including consistency and quality of methodology, governance, reporting, value for money, and a process demonstrating tactical change as a result of new insight.

Contribute to the development of the new Insight and Analysis team, ensuring that it becomes an integral part in making strategic decisions and that insight is joined up across the functions.

Project manage significant research projects, including budgeting, commissioning and managing external service providers; maintaining and reporting an up-to-date status on all projects including time tracking, cost, quality, issues, risks and opportunities.

Provide support to stakeholders who are managing smaller scale projects and give guidance where needed.

Disseminate and present reports in agreed format to key internal stakeholders to inform organisational communications and strategy.

Manage resources effectively, including one line report (temporary), ensuring that they are supported to meet their goals and their development plan. In addition, be responsible for budgeting and forecasting expenditure in this area.

Gather evidence for and write business cases when additional resources (internal or consultancy) are required.

PERSON SPECIFICATION:

The best person for this job will be able to:

- Engage and influence stakeholders in the application of insight and research in shaping activities
- Champion the use of insight in all of the work that we do across a breadth of activities
- Consistently deliver high quality social research, both individually and through engaging relevant agencies.
- Weigh up competing priorities, manage deadlines, and effectively manage and communicate with relevant stakeholders.

- Work with a high degree of autonomy, initiative, and proactivity.
- Present findings to a variety of internal and external audiences effectively in a range of formats, for example both verbally and in print.
- Work collaboratively across the engagement function to deliver success.

The best person for this job will have experience in:

- Demonstrable excellence in commissioning and analysing both quantitative and qualitative research.
- Influencing stakeholders to use research and data insight when designing activities to increase engagement
- Highly professional communication skills, including report writing and presentation to senior audiences.
- Experience of project and budget management.
- Strong understanding of the wider research environment and an understanding of compliance regulations in respect to data and GDPR.
- Understanding of and commitment to MRS professional standards and ethics.

The best person for this job will be:

- An experienced social research professional, knowledgeable about both quantitative and qualitative research.
- An effective communicator with all levels of the organisation, and to those both with and without an in-depth understanding of research.
- Adept at planning, project management, and stakeholder engagement.
- Flexible, disciplined, and able to prioritise work effectively.
- Autonomous and proactive.
- Committed to Diabetes UK's values and sense of purpose.