

Job Description

Job Title:	Insight & Impact Specialist
Department:	Development & Communications
Reports to:	Director of Development
Location:	Head Office, Hammersmith, London
Purpose of the Role:	Responsible for measuring impact and generating insight from internal and external sources - to shape the continual improvement of Turn2us charitable services, support impact reporting and inform the charity's strategic direction.

Key Responsibilities and Accountabilities:

- 1. Create and implement an Insight and Impact strategy to measure and evaluate the reach and impact of programmes and services at Turn2us.**
 - 2. Monitor trends in the poverty landscape that will affect Turn2us stakeholders and inform our own strategic direction.**
 - 3. Inform the development of new campaigns, initiatives and projects, leveraging user led insight and data.**
 - 4. Produce targeted Insight and Impact Reporting for Turn2us for the benefit of people in need and the wider poverty sector**
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Duties:

- 1. Create and implement an Insight and Impact strategy to measure and evaluate the reach and impact of programmes and services at Turn2us.**
 - Create an Impact Framework that provides ongoing insight and analysis into all areas of charitable activity within Turn2us including; grant giving, online services, helpline and contact centre services and face-to-face support.
 - Oversee data capture systems and the production of monthly statistics on all Turn2us channels and tools, using technical applications such as Google Analytics, web surveys, CRM databases, suppliers own databases, advanced Excel, Excel macros, and forecasting models - to inform customer profiling and improve user experience.
 - Create analytical reports combining quantitative and qualitative data for presentation to colleagues, funders and partners to demonstrate the impact of our services and provide recommendations for ongoing improvement.
 - Support the commissioning of external research to inform improvement of Turn2us services and campaigns.
 - Lead on the creation of customer-led insight via user panels, focus groups and collaboration with partners to inform service delivery and impact.
 - Co-ordinate KPI reporting among colleagues, Senior Management Team and Trustees.
 - Support colleagues in the collation of compelling Case Studies and personal stories highlighted by insight and analysis.
 - Potential opportunity to manage and motivate an Impact Officer to support delivery of the Impact & Insight strategy.

2. Monitor trends in the poverty landscape that will affect Turn2us stakeholders and inform our strategic direction.

- Maintain an overview of the UK poverty landscape including Political, Economic, Social, Technological, Legal and Environmental trends and issues that will influence Turn2us beneficiaries, supporters and partners.
- Leverage external research to enhance our understanding of poverty. Benchmark our impact against comparable services and similar charities in order to foster greater collaboration and integration across the support sector.

3. Inform the development of new campaigns, initiatives and projects, leveraging user led insight and data.

- Implement a Theory of Change approach to inform Turn2us' charitable work.
- Use quantitative and qualitative techniques to better understand the people we help and target future support to them – including triggers to poverty and barriers that exist to securing help.
- Support the use of data and insight within compelling bids and fundraising requests, in collaboration with colleagues
- Foster a culture of curiosity and sharing for insight into charity impact across the organisation and design and implement initiatives to encourage a greater understanding of, and interest in, all areas of our work

4. Produce targeted Insight and Impact Reporting for Turn2us for the benefit of people in need and the wider poverty sector

- Lead on the collation and publication of an annual Insight and Impact report for Turn2us, as a strategic tool that can be shared among influencers, partners and supporters to help more people, raise our profile and demonstrate the difference we make.
- Support the collation and sharing of Turn2us' insight with partners, influencers and supporters – helping more people and Turn2us sustainable leadership as an anti poverty Charity.

These are the normal duties, which the Charity requires from the position. However, it is necessary for all staff to be flexible and all employees will be required from time to time to perform other duties as may be required by the Charity for the efficient running of the charity. This Job Description is non-contractual. It will be reviewed from time to time and may be subject to change. The post holder will be expected to ensure that their work complies with contractual terms and conditions, the Charity's policies and procedures and key legislation, including the General Data Protection Regulation (GDPR) and charity law.

Person Specification

Education:

Desirable:

- A statistical analysis or research related professional qualification
- Maths and/or Statistics to A level standard

Skills:

Necessary:

- Ability to plan, prioritise and deliver tasks to agreed deadlines
- Excellent written and verbal communication skills, with an ability to communicate with confidence
- Excellent analytical and numeracy skills with the ability to interpret data in accurate, concise materials and reports
- Interpersonal skills and the ability to build effective, collaborative relationships with individuals
- Ability to influence outcomes with colleagues and key stakeholders
- Ability to use MS office suite; including Outlook, Word, Advanced Excel, Microsoft Project and PowerPoint, CRM databases
- Ability to handle and distil large quantities of data

Knowledge:

Necessary:

- Knowledge and experience of measuring and analysing services and programmes that benefit the public

Desirable:

- Broad knowledge of the scope of the third sector

Experience:

General:

- Experience of demonstrating analytical skills
- Experience of using a range of databases to produce reports
- Experience of line management
- Experience of working collaboratively with others and within a team

Specialist:

- Experience of project management
- Experience of planning and implementing a range of quantitative and qualitative evaluation programmes
- Experience of research methodology, principles and procedures
- Experience of commissioning and negotiation with suppliers

Personal Attributes:

- Share the organisation's values: compassionate, open, collaborative, innovative and driven
- A commitment to high standards of work and customer care
- Highly motivated with an ability to work on own initiative and work proactively in key areas of responsibility
- An understanding and commitment to promote equal opportunities and diversity
- Very high level of intellectual curiosity