

Job Description

Job Title:	Insight & Impact Manager
Department:	Development, Communications & Insight
Reports to:	Director of Development & Communications
Location:	Head Office, Hammersmith, London
Purpose of the Role:	Responsible for shaping and delivering strategic insight at Turn2us – informing continual improvement of our charitable services, user-led initiatives, income generation and stakeholder relationships.

Key Responsibilities and Accountabilities:

- 1. Create and implement a user-led Insight and Impact strategy for Turn2us that uses data and peoples' lived experiences to inform: ongoing service improvement; new initiatives; and, supports our influence, profile and income generation.**
 - 2. Monitor trends in the poverty landscape that will affect Turn2us stakeholders and inform our own strategic direction.**
 - 3. Lead Insight and Impact measurement and reporting at Turn2us, working closely with colleagues across departments and line managing an Impact Analyst role.**
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Duties:

- 1. Create and implement a user-led Insight and Impact strategy for Turn2us that uses data and peoples' lived experiences to inform: ongoing service improvement; new initiatives; and, supports our influence, profile and income generation.**
 - Create an Insight & Impact Framework that allows Turn2us to generate insight and understand the impact of our services, including; grant giving, online services, our telephone helpline and face-to-face support.
 - Implement a Theory of Change approach to inform the work of Turn2us.
 - 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.
 - Lead on the creation of user-led insight, for example via user panels, focus groups and via collaboration with partners.
 - Support the commissioning of external research and evaluation to inform improvement of Turn2us services and campaigns.
 - Support the use of data and insight within compelling bids and fundraising requests, in collaboration with colleagues
 - Oversee the generation of insight from all of 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
- 2. Monitor trends in the poverty landscape that will affect Turn2us stakeholders and inform our own strategic direction.**
 - Maintain an overview of the UK poverty landscape by reviewing external research and via networking across sectors.
 - Actively share of Turn2us' insight with partners, influencers and supporters – helping more people and building Turn2us profile as a leading anti poverty Charity.

3. Lead Insight and Impact measurement and reporting at Turn2us, working closely with colleagues across departments and line managing an Impact Analyst role.

- Manage the collation and publication of Insight and Impact reporting for Turn2us including KPIs and project reports for a range of audiences including the Senior Management Team, colleagues, partners, Trustees and funders.
- Benchmark our impact against comparable services and similar charities
- Foster a culture of curiosity for insight and impact across Turn2us
- Line manage an Impact Analyst role with primary responsibility for analysis of data sets and compilation of reports

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 data sets 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