# Job Profile

Job Title: Insight and Customer Research Manager

Directorate: Marketing, Digital & Influencing

Reports To: Brand Marketing Manager

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: April 2024

## Overall Role Purpose

The Insight and Customer Research Manager helps people with sight loss to live the life they choose by using research to better understand the needs of key audiences, including donors and people with sight loss, this role will provide the customer insight we need to guide our strategy, develop person-centred services, and marketing and fundraising plans to meet those needs.

## Key Responsibilities

* To provide a deep understanding of our customers and donors perceptions and beliefs about Guide Dogs.
* Working with the Head of Brand Marketing develop a programme of research to support the needs of the marketing and fundraising teams, including research and analysis to support high value and major gift fundraising.
* Lead a team of researchers to implement the programme including

conducting and/or commissioning qualitative research, quantitative research and data analysis.

* To create and maintain customer segmentation models which will help direct all our marketing and fundraising activities.
* To translate customer data into insight and share this with the wider organisation to help drive person-centred thinking, behaviours and decision making.
* To work closely with operations to ensure customer insight and research informs service development and delivery.
* To track and forecast the impact of Guide Dogs activities, particularly marketing, on customer beliefs, and provide guidance on how best to impact on these in order to improve brand metrics and ROI,
* To liaise with commissioned external agencies and internal clients to scope market and customer insight projects and ensure that such activities remain compliant with Guide Dogs' needs and expectations - in terms of providing timely, meaningful, actionable insights.
* To work closely with the operations team to ensure consumer panels and the data they provide are used to maximum potential to drive brand and campaign research.

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: Up to 3

Number of Indirect Reports: None

Number of Volunteers Supervised: None

### Financial Accountability

Annual Income Accountability: None

Assets Managed: None

Budget Accountability: Up to £500,000

# Application of this Job Profile

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies
* Promote the vision and values of the organisation
* Engage in continuous personal development

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

# Working at Guide Dogs

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

# Person Specification

## Education/Qualifications

#### Essential

* Educated to degree level.

#### Desirable

## Job-Related Experience

#### Essential

* Demonstratable experience in a similar customer insight and research role

#### Desirable

## Knowledge

#### Essential

* Demonstratable experience of conducting/commissioning qualitative research, quantitative research and customer insights analysis.
* Demonstratable experience of working with brand metrics and developing associated KPIs.
* Demonstratable experience of communicating market and insight outputs and complex data/concepts to a wide range of audiences (technical and non-technical).

## Skills and Competencies

#### Essential

* Proven ability to form positive relationships with external agencies, partner organisations and internal collaborators.
* Proven ability of working to strict deadlines and ability to adapt quickly to changing priorities and deadlines.
* Proven experience of pro-actively using data to make actionable outcomes.
* Proven experience of using Excel for quant data manipulation

## Behaviours

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen, and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

## Safeguarding

If the role does or may involve working with children, young people or vulnerable adults, or supervising those that do, we’ll also be assessing ‘safeguarding competencies’ as part of the process. These are:

* Appropriate motivation to work with vulnerable groups;
* Emotional awareness;
* Working within professional boundaries and self-awareness; and
* Ability to safeguard and promote the welfare of children, young people and adults and protect from harm.

## Mobility

A flexible approach with a willingness to work outside of core hours and away from home when required.

## Job Group (internal use only)

This role has been evaluated as a Manager, please [follow this link](https://guidedogs.sharepoint.com/%3Aw%3A/g/EZJDAqmuGaRDl4mAFXfPIqEBa-Qw0Q_AW5tdvLd1V0N8wg?e=n1j7dP) to view the salary band.