

Job Description

Job Title: Senior Research and Insight Manager

Department: Research and Member propositions

Responsible to: Director of Research and Member Propositions

Location: London office-based with some UK travel – Hybrid working with 3 days in the office

OVERALL PURPOSE

A key role in delivering The Institute's research and insight programme to maintain and build The Institute's authority and credibility, engage our members, and deliver revenue objectives. Working with the Director to deliver our research reports including the UK Customer Satisfaction Index (UKCSI) and our breakthrough research. Working with colleagues across The Institute so that they can position our research and insight with confidence and impact and generate leads and opportunities for bespoke research and insight projects for members. streams. Developing relationships and working collaboratively with key suppliers to support delivery of the research and insight programme. Supporting the CEO and Director of Research and Member Propositions to create impactful presentations based on our research.

KEY RESPONSIBILITIES

1. Work with the Director to deliver The Institute's research and insight programme including the UK Customer Satisfaction Index (UKCSI), breakthrough thought leadership research publications and launches and bespoke research and insight projects for member organisations
2. Work with the Director to project Manage and deliver the UKCSI to ensure it remains relevant and impactful and is sought out by members, non-members and stakeholders as the UK's leading customer benchmarking index and source of insight. To include the updating the UKCSI organisation list and questionnaire, creating the UKCSI state of the nation report and 13 sector reports; and creating a presentation of UKCSI key findings for webinar and launch events
3. Work with the Director to deliver a programme of thought leadership research including creating research briefs; selection of suppliers / research partners; holding kick-off and update meetings with research sponsors; writing research reports; preparing presentations of research findings for launch with member organisations and colleagues
4. Identify evidence that shows the link between customer satisfaction and financial and business performance and embed it in The Institute's research programme
5. Work with the Director of Research and Member Propositions and Director of Comms and Corporate Affairs team to utilise technology (AI) appropriately to help manage the efficiency and effectiveness whilst maintain standards and quality of our research
6. Promote our research and insight and raise awareness within The Institute so that staff have a clear understanding of the value of our research and insight and can communicate key findings to members with confidence and impact

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7. Ensure the Client Development team (who manage relationships with member organisations) are able to promote the findings of our research and insight to the membership, and where appropriate as part of new member acquisition with non-member audiences
8. Work with the Client Development team to identify leads and opportunities for bespoke member research and insight projects to ensure a steady stream of new and repeat business
9. Identify suppliers and associate consultants and work with them to deliver bespoke member research and insight projects
10. Ensure the Communications and Corporate Affairs team have the relevant information and data to position the Institute's research agenda to the media and policy stakeholders
11. Work with the Head of Product to ensure that relevant research findings are incorporated into product development
12. Carry out PESTLE and environmental scanning analysis to identify the key issues in the environment which influence organisations' customer experience strategy and delivery
13. Undertake competitor analysis to support The Institute and the wider Customer Experience team to develop appropriate products and services.
14. Assist in formulating and monitoring the annual business plan to ensure long term viability and success of organisation in line with our vision and mission statement

ROLE DIMENSIONS

Key relationships:

Internal: CEO; CFO; Directors; Client Development team; Communications and Policy team; Academy; Operations and Standards and Quality team

External: Research and Insight agencies, publishing agencies; other suppliers; member organisations, especially insight leads; Vice Presidents

Authority to act on behalf of The Institute:

Where appropriate, represent Institute at member meetings and events

Financial responsibility / budget:

Research and insight budgets

SUCCESS CRITERIA

- Customer satisfaction survey results – our members value our research and insight work
- UKCSI is seen as the lead benchmark for organisations and key stakeholders including regulators and government
- Quality and standards are upheld in all research and insight reports and projects
- Feedback demonstrates that Institute staff understand, value and promote our research and insight work effectively
- Feedback from the Communications and Corporate affairs team suggest that the research is appropriately applied to all relevant audiences so that they understand and value The Institute's positioning and thought leadership
- Research and insight revenues achieved
- Feedback from the CEO and Director indicates the research is relevant and supports The Institute's purpose and drives real impact as part of the Service Nation agenda
- Strong internal knowledge of the value of research and insight
- Customer service is seen as a key strategic driver for business generating ROI
- CEO and Director team are fully up to speed with external and competitive environment and advise on competitive strategies through use of environmental scanning
- CRM data is maintained and current

PERSONAL DEVELOPMENT

It is your personal responsibility to ensure that your own professional knowledge and job skills are fully up-to-date at all times.

The role holder is required to perform related duties as required. This profile does not necessarily include every responsibility, requirement or skill associated with the role. It is intended to reflect the role currently and the manager and role holder will revise the role profile as necessary to ensure the needs of The Institute and its customers can be met.

PERSON SPECIFICATION: HEAD OF RESEARCH & INSIGHT

Knowledge

- Knowledge of quantitative and qualitative research methods to generate customer insight
- Environmental scanning and market analysis techniques
- Knowledge of customers and how to gain valuable insights into customer needs and behaviours

Skills

- Excellent analytical ability
- Superior attention to detail
- Ability to write insightful and compelling thought leadership reports based on the output of qualitative and quantitative research

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- Effective at building productive and collaborative relationships with suppliers and colleagues
- Maintains a high level of functional and professional knowledge and applies it effectively
- Strong ability to bring insight to life to engage the business environment
- Strong ability to turn complex data into clear recommendations
- Proactively identifies new business opportunities by combining insights and sound strategic thinking with commercial acumen
- Excellent communication, presentation and influencing skills
- Able to manage changing requirements and short timelines as well as multiple overlapping projects at one time
- Knowledge of AI and how tech can be applied to assist with programme management and data collection

Attitudes

- Lives The Institute's values
- Action oriented and energised by change
- High integrity
- Seeks best practice
- Active curiosity about evolving customer and business environment and latest research practices
- Tenacious and resilient to deal with setbacks and drive focused effort
- Proactive and solution-oriented
- Enjoys working under pressure across a diverse range of activities
- Innovative: generates and encourages new ideas

Experience

- Research and insight experience with a proven track record of delivering projects to clients
- Track record in writing compelling reports and content for senior audiences
- Preparing briefs and commissioning research, and analysing and interpreting data
- Success achieved through effective partnership and team working in virtual team / matrix environment
- Managing relationships with external research agencies, including negotiations
- Managing budgets
- Managing change to achieve longer term objectives

Education and professional qualifications

- General degree and / or degree-level qualification in a relevant discipline (e.g. research, insight, marketing or business)