

# Behavioural Insights / Market Research Manager

## Home Working and/or any of our offices

Hertfordshire, Brighton, Gloucester, North London, Birmingham

We are expanding the organisation and taking on new contracts across the country. The new projects involve teams of Behavioural Insights Officers and Engagement Officers working directly with local people; to learn what they care about, what matters to them, what barriers they face and what strengths they have as individuals, families and communities.

**We are looking for someone who is passionate about behavioural science to lead the new insights team and coordinate our behavioural insights strategy. You will need to have a background in behavioural science, or have market research industry experience related to behavioural economics.**

### Our Values

BE REAL	We are genuine, authentic, transparent, and have integrity
BE PASSIONATE	We are who we are and won't hide our passion for what we do
BE INNOVATIVE	We are creative and love to explore new ideas
BE EMPOWERING	We are supportive and help people to make great choices
BE COURAGEOUS	We are brave and bold and live the values we believe in

## What's the role?

**The postholder will work closely with the CEO, Stu King, to co-create a behavioural science and coproduction strategy. This is an exciting role which will evolve as our contracts and learnings develop. The key responsibilities we envisage at this stage are:**

- Managing a team of local Behavioural Insights Officers and Engagement Officers in the new contract areas
- Coordinating co-production with local organisations, professionals and the public
- Synthesising and analysing qualitative and quantitative data gathered from different sources
- Interpreting findings across contract areas to look for themes and differences, creating actionable insights
- Applying insights gathered to iterate and enhance our services in the real-world, and to inform our internal strategy and procedures, using an evidence-based rationale underpinned by behaviour change models where possible
- Creating engaging reports and presenting findings to internal strategic teams and local commissioners

## Title, dosh, hours

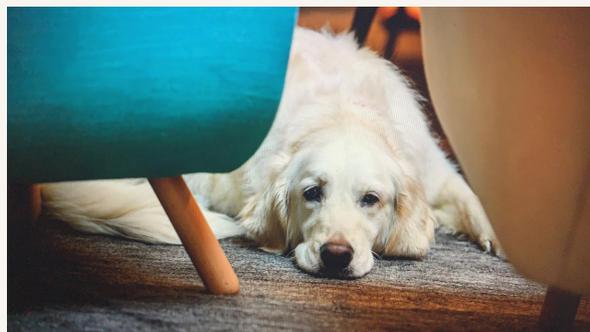
JOB TITLE	Behavioural Insights Manager
HOURS	Full time (40 hours per week) including some evenings/flexi-time (P/T considered)
SALARY	£35,000 to £40,000 per annum
LOCATION	Mixture of home working, office based (any as a base) and travelling to our delivery locations

## What will you do if you get the job?

- Help to drive various new contracts to **'Meet people where they are, to maximise engagement in weight management support, particularly men and people from Black African, Black Caribbean and South Asian communities, from areas of high deprivation and high obesity'**
- Contribute to ensuring we are meeting KPIs
- Line manage Behavioural Insights and Engagement Officers within our local contracts, helping deliver against the strategy, inform local adaptations to services and iterations to programmes
- Attend commissioning meetings (or provide updates to service managers) to update on progress
- Initiate opportunities to collaborate with other agencies and organisations across many disciplines
- Work with service development manager to implement learnings in future programmes
- Contribute to staff development through the BS Club (Behavioural Science Club)
- Develop and implement the strategy to collect and collate local insight and combine with evidence based practice, using qualitative and quantitative methods and excellent analytical skills to interpret results and iterate services
- Ensure the team has a robust partnership engagement strategy
- Support the delivery of the Dreyfus assessments (method of benchmarking staff progress) and create CPD and training plans for early career behavioural science/insight officers

## Why is it great working at BeeZee Bodies?

- Doing work that is meaningful and helps change peoples lives for the better
- Be part of a growing and vibrant organisation who love to innovate
- Be part of our in-house ministries (staff led interest groups and improvement schemes)
- Work with a team that will support you to do your job to the best of your ability
- Have a chance to take part in fun work place activities and challenges
- Access our employee assistance programme (counselling support, etc.)
- Take part in our daily workplace health (20 mins per day to enrich yourself and others)
- Quarterly away days and training week (often the annual highlight 😊)
- We believe in supporting your development so want to help develop your skills with regular and diverse CPD
- Innovative work spaces
- 4.8 out of 5 Glassdoor.co.uk Rating
- Be part of our Pension scheme
- Dog friendly offices
- Access to our bike to work scheme
- Monthly 1-1s with your line manager
- Tea, coffee and fruit on tap! Yum



# Criteria for this post:

Essential

Desirable

## Qualifications

Degree in the Behavioural and/or Social Sciences (others considered)



Advanced behavioural science degree



## Experience

Experience of working in a behavioural science/insights role, OR market research industry experience related to behavioural economics



Experience of managing teams



Experience of managing and delivering key performance indicators



Experience of data analysis and report writing



Experience of leading a test and learn approach and applying behavioural science methods in varied situations



Experience of analysing data and producing reports



Excellent attention to detail



Excellent communication skills



Experience of health and wellbeing industry



## Skills

A resilient, non-judgmental, sensitive approach to working with and motivating staff



Excellent IT skills



Excellent organisational skills to manage and prioritise workload, anticipate needs and work on own initiative and as part of a high functioning team



Fluent and clear in English speaking



Ability to work well under time pressures, displaying a pragmatic approach when needed



## Personal Attributes

Essential

Desirable

Confident (as much as any of us are confident!), passionate, tenacious and curious



Seeks self improvement



Copes well with change



Methodical with the ability to understand and meet targets and deadlines, able to learn and assimilate new information.



Ability to reflect and appraise own performance and that of others



Excited by an opportunity to be innovative and think outside the box



Be able to travel to our offices from time to time



## Company Policies and Procedures:

Beezee Bodies is committed to being an inclusive employer, we welcome applications from the local community. BZ believe the greater the mix of people that work for us means the greater the mix of skills, experiences, perspectives and ideas we can be inspired by!

As an **inclusive employer** we:

- work to ensure our employees are representative of wider society
- develop policies and practices that guarantee people are treated according to their needs

**This role is subject to a full DBS disclosure**

## How to apply:

**Send your CV with a covering letter that answers the following 4 questions to [recruitment@beezeebodies.co.uk](mailto:recruitment@beezeebodies.co.uk)**

- Where did you see this advert?
- What experience and skills could you bring to this role
- Why would you want to work at BeeZee Bodies and do this role?
- What would be the first thing dogs would say to their owners if they could talk?

The closing date for this post is **Friday 12th November**, with interviews taking place the following week. The interview process involves 2 stages:

1. Initial telephone conversation
2. Final one to one interview\*

\*Only a selection of candidates from the initial stages will be invited to the one to one interview stage.

If you have any questions, please email [recruitment@beezeebodies.co.uk](mailto:recruitment@beezeebodies.co.uk)

