

Job Description

Job Title	Insight and Research Manager
Directorate	Strategy and Change
Service Area	Communications and Engagement
Grade	10
Competency Level	2
Salary	£56,673 - £62,580
Job Type	Hybrid
Location	Cunard Building
Disclosure and barring service (DBS)	Not required
Job Evaluation Ref No	A10527

Job Purpose

The post holder will support the Head of Insight, Research and Engagement in developing and delivering a high-quality insight, research and engagement function that helps Liverpool City Council understand residents' needs, experiences and priorities.

The postholder will manage and coordinate insight and engagement activity, ensuring that research, consultation, customer feedback, and community intelligence



are gathered, analysed, and used to inform service improvement, policy development, transformation programmes, and communications activity.

The postholder will provide specialist research and analytical expertise, managing and delivering research projects, statistical analysis, audience profiling and segmentation and business intelligence tools (e.g. dashboards).

The postholder will support the development of inclusive, evidence-led approaches to engagement, helping services involve residents and communities in a meaningful way, particularly those whose voices are less often heard.

Working closely with the Head of Insight, Research and Engagement, the postholder will help translate data, research findings and resident feedback into clear, practical insight that supports decision-making, strengthens engagement practice and improves outcomes for communities across Liverpool.

Directly Responsible For:

Insight and Engagement Officers

Directly Responsible To:

Head of Insight, Research, and Engagement

Main Areas of Responsibility:

- Support the Head of Insight, Research and Engagement in delivering the Council's approach to insight, research, consultation and community engagement
- Manage the day-to-day delivery of insight and engagement projects, ensuring work is well planned, inclusive, proportionate and aligned to council priorities
- Coordinate research, consultation and engagement activity that helps services understand residents' needs, experiences and priorities

- Manage the design and delivery of research, consultation and engagement projects, applying appropriate quantitative and qualitative methods
- Support the development of resident voice, customer feedback and community insight approaches, including surveys, focus groups, workshops, listening activity and other engagement methods
- Work with services to design engagement activity that is accessible, inclusive and meaningful, with a particular focus on communities and groups whose voices are less often heard
- Analyse and interpret insight from research, consultation, customer feedback and community intelligence, turning findings into clear, practical recommendations for services
- Apply statistical and analytical techniques to complex datasets to generate insight
- Build and maintain the service's business intelligence tools and dashboards to support targeted communications, service redesign and evidence-based decision-making
- Prepare insight reports, briefings, summaries and presentations that help senior managers, elected members and service teams understand what residents and communities are telling the Council
- Support the use of data, research and community insight to inform policy development, service improvement, transformation activity and communications planning
- Maintain effective relationships with internal teams, community organisations, partners and suppliers to support joined-up insight and engagement activity
- Work with communications colleagues to ensure communities receive clear feedback on how their views have been considered and how engagement has influenced decisions
- Help improve the quality and consistency of engagement practice across the Council by sharing tools, guidance, templates and good practice with services

- Ensure research and engagement activity is delivered in line with data protection, information governance, consultation, equality and ethical research requirements
- Monitor progress, risks and outcomes across insight and engagement projects, escalating issues to the Head of Insight, Research and Engagement where appropriate
- Contribute to continuous improvement by identifying opportunities to strengthen how the Council listens to residents, uses insight and engages with communities across Liverpool
- Deputise for the Head of Insight, Research and Engagement as required

Supervision and Management Responsibility:

- Ensuring activities are planned to include meaningful one to one conversations, quality annual appraisals and regular workforce planning and development
- Manages performance and behavioural issues effectively
- Support the continuous development and improvement of employee communications across the Service that provides a variety of channels for two-way communication and feedback, encouraging challenge and innovation at all times

Budget and Financial Responsibility:

- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact
- Monitor financial performance and deliver within budget
- Monitor financial performance, deliver within budget and seek savings and efficiencies by exploring opportunities to draw funding where appropriate

- Set, monitor, and remain within budget whilst challenging the team to deliver increased efficiencies
- Explores different options for funding and income generation
- Support the Head of Insight, Research and Engagement in identifying different options for funding and income generation

Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

Physical Demands of the Job:

- The post holder will be required to stand for long periods of time when hosting events and delivering engagement activity; some outdoor working will be required when organising site visits or other external engagement sessions

Corporate Responsibility:

- Contribute to the delivery of the Council Plan
- Delivering and promoting excellent customer service, externally and internally.
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken

- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan

Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level: **Level 2**.

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Essential

- Degree or equivalent qualification in a relevant discipline such as statistics, social sciences, business analytics, economics, or a related field (A)
- Formal training in quantitative and qualitative research techniques (A/I)

Desirable

- Evidence of ongoing professional development in research, data analytics, or insight methodologies

Experience

Essential

- Strong proficiency in the use of statistical and analytical software (A/T)
- Proven experience in managing customer insight, research, or analytics in a complex organisation (A/I)
- Extensive experience of supporting and contributing to the development of data strategies and insight frameworks (A/I)
- Extensive experience applying advanced statistical or analytical techniques to complex datasets (A/I/T)
- Extensive experience integrating qualitative and quantitative research methods to inform service design (A/I)



- Experience in designing and implementing community engagement and consultation programmes (A/I)
- Strong track record of using data to influence strategic decision-making and service improvement (I)
- Experience in managing and developing high-performing teams (I)
- Experience working collaboratively with senior stakeholders across multiple disciplines to achieve organisational objectives (I)
- Demonstrated ability to manage multiple projects and priorities in a fast-paced environment (I)
- Experience ensuring data quality, governance, and compliance with relevant legislation (I)

Desirable

- Experience working within the public sector or a local government environment
- Experience supporting organisational transformation or change management initiatives through data-driven insights

Skills/Abilities

Essential

- Excellent analytical and problem-solving skills, with the ability to interpret complex data and present actionable insights (I/T)
- Strong communication skills, both written and verbal, including the capacity to convey technical information to non-specialist audiences (I)
- High level of digital literacy, including proficiency in relevant software and data analysis tools (T)

- Ability to work independently and as part of a team, demonstrating initiative and adaptability (I)
- Strong organisational skills with meticulous attention to detail (I)
- Ability to handle sensitive and confidential information with discretion (I)
- Ability to quickly learn and adapt to new technologies and software (I)

Desirable

- Experience with project management methodologies and tools
- Knowledge of change management frameworks and best practices

Commitment

Essential

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council (I)
- Commitment to quality and personal accountability in all areas of work (I)
- Commitment to and understanding of equal opportunities (I)

Desirable

- Experience of mentoring or supporting the development of colleagues

Other

Desirable

- UK driving licence
- Working outside traditional working hours at times

