

Job Description

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| Job Title | Head of Insight, Research, and Engagement |
| Directorate | Strategy and Change |
| Service Area | Communications and Engagement |
| Grade | 12 |
| Competency Level | 3 |
| Salary | £70,608 - £79,297 |
| Job Type | Hybrid |
| Location | Cunard Building |
| Disclosure and barring service (DBS) | Not applicable |
| Job Evaluation Ref No | A10051 |

Job Purpose

An experienced senior leader to lead the development and delivery of a strategic insight and engagement function that enables insight-led campaigns and evidence-based decision-making across Liverpool City Council.

The postholder will provide expert leadership in analytics, research, and community engagement to ensure the needs and experiences of residents' shape services and transformation programmes.

The postholder will use behavioural science to support demand management, to inform policy, service design, and community engagement, ensuring that campaigns and interventions are evidence-based, targeted and inclusive.

The postholder will be responsible for developing dashboards and other business intelligence tools that enable the communications team to profile and segment audiences effectively. By leveraging data-driven insights, they will support targeted communications and enhance the Council's ability to engage diverse communities.

Directly Responsible For:

Insight and Engagement Officers

Communication and Engagement Officers

Insight and Research Manager

Directly Responsible To:

Director of Communications and Engagement

Main Areas of Responsibility:

- Lead the design and implementation of the Council's customer insight and engagement strategy
- Collaborate with internal and external stakeholders to embed behavioural science and insight into service delivery, policymaking and transformation programmes across the wider council
- Develop and manage a portfolio of business intelligence tools and dashboards to support service redesign and behaviour change interventions
- Provide specialist analytics expertise to interpret complex data sets and generate meaningful insights

- Lead the development and delivery of research and consultation projects, ensuring alignment with strategic priorities
- Evaluate behaviour change interventions to address key health inequality challenges across Liverpool
- Lead the development and implementation of strategic engagement plans to gather insight and intelligence from diverse communities across Liverpool, including community groups, underrepresented and vulnerable populations
- Collaborate with internal departments and external partners to align engagement activities with council priorities and service delivery goals
- Ensure insights gathered from customer feedback and community insight are systematically analysed and translated into actionable intelligence
- Work with communication officers to regularly report back to communities on how their feedback has influenced decisions and policies
- Integrate community feedback into the council's decision-making processes, supporting transparency and accountability
- Champion a culture of continuous improvement through the use of data and community insight to inform policy and service design
- Ensure compliance with data governance, GDPR, and ethical research standards
- Represent the Council at regional and national forums on data, insight, and engagement
- Provide support to the Director of Communications and Engagement in delivering Liverpool City Council's aims, core values and business objectives
- Develop annual insight business priorities and plans with key partners and funders, including Public Health. To lead the development of an approach to customer feedback insight, collating data from multiple sources and providing senior managers and members with a comprehensive view of customer needs and our performance in meeting those needs
- To develop a robust "voice of the customer" strategy, developing or utilising customer and resident surveys, feedback mechanisms and user groups,



ensuring all customers/residents have an opportunity to input, including harder to reach groups

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
- Actively lead, develop and manage Customer Experience and engagement staff to promote supportive working relationships and a “can do” culture
- Take responsibility for 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

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:

- This role will regularly involve standing 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 3**.

[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 the application of quantitative and qualitative research techniques (A)
- Strong proficiency in the use of statistical and analytical software (A/T)

Desirable

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

Experience

Essential

- Proven experience in leading customer insight, research, or analytics functions in a complex organisation (A/I)
- Experience applying advanced statistical or analytical techniques to complex datasets (A/I/T)
- Demonstrable experience in developing and delivering data strategies and insight frameworks (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 integrating qualitative and quantitative research methods to inform service design
- 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

- Commitment to quality and personal accountability in all areas of work (I)
- Commitment to and understanding of equal opportunities (I)

Desirable

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council
- Experience of mentoring or supporting the development of colleagues

Other

Desirable

- UK driving licence



- Working outside traditional working hours at times