



## JOB DESCRIPTION

### **JOB SPECIFICATION**

Job Title:	Insight Officer
Responsible to:	Head of Insight
Salary:	£25,000
Benefit:	8% Employer's Pension Contribution or exclude if not relevant
Tenure:	1 year
Hours:	37.5 hours a week (flexible working will be considered)
Location:	Lib Dems Headquarters, Westminster, London SW1P

#### Purpose of job

This role will be integral in electing more Liberal Democrat representatives to deliver change in the UK. This role is focused on improving the use of data and research in target seats and councils through training, mentoring and the delivery of a comprehensive communications plan.

#### Key Responsibilities

1. To disseminate research results to local campaign teams to enable best use of data in local campaigns
2. To train key activists in the use of data and research and how it relates to local campaigning
3. To enable the rollout of standard data gathering questions as part of our voter segmentation project
4. To support the Insight Team in the delivery of research projects and data analysis

### **PERSON SPECIFICATION**

The Liberal Democrats are seeking a new member to join our Insight Team as an Insight Officer for internal projects. The Insight Team oversees all of the party's

polling, public opinion research, analytics, and analysis, and we are seeking a team member with a keen interest in political public opinion research.

This person will work directly with the Head of Insight and Deputy Head of Insight to draft, commission, and analyse internal research. This role will also include presenting and disseminating research results to various party entities. This Insight Officer will work specifically on our internal projects and campaigns.

We are looking for someone who is curious about people and who can use the latest research techniques to understand what drives voter behaviour. You'll have a qualification in behavioural science or research and a record of delivering successful research programmes.

As well as being a highly skilled researcher and analyst, we need someone who can communicate effectively. You'll understand the value of ensuring that data and insight is shared to those that need it to enable good decision making.

You'll enjoy a fast moving political environment where speed is crucial, but you'll be organised enough to always keep an eye on longer term goals. Experience in election campaigns will be a real asset.

Finally you'll love a challenge and a fight! Few things worth fighting for come easily – this is a real opportunity to use research to deliver change.

### Essential Skills and Experience

Applicants should have these essential attributes:

- Minimum 2 years of work experience in a relevant industry, such as political campaigns, marketing, public affairs, academic research, or polling
- Highly organised and able to handle complex projects
- Ability to learn new information quickly
- Ability to communicate complex information in a clear and understandable way
- Interest in political polling and public opinion
- Willingness to learn new research methods and skills

These attributes are desirable:

- Experience in political campaigning in a constituency
- A knowledge of either qualitative or quantitative research methods
- Experience writing surveys, questionnaires, or discussion guides
- Knowledge of British polling and research news

## **APPLICATION PROCEDURE**

Please apply by emailing your CV, covering letter and completed diversity form to [hr@libdems.org.uk](mailto:hr@libdems.org.uk)

Closing date: 12.00 noon, Tuesday 18<sup>th</sup> December 2018