



JOB DESCRIPTION

JOB SPECIFICATION

Job Title:	Head of Insight
Responsible to:	Director of Campaigns & Elections
Salary:	£32,000 - £40,000 pro rata
Benefit:	8% Employer's Pension Contribution
Tenure:	Permanent
Hours:	3 days a week
Location:	Lib Dems Headquarters, Westminster, London SW1P

Purpose of job

To develop a research programme for the Liberal Democrats that delivers a better understanding of potential audiences and to oversee the data infrastructure of the party to maximise its electoral benefit, allowing better decision making at all levels.

Key Responsibilities

1. To lead the Lib Dem Insight & Data Team (currently 3 posts) that works closely with our Field Team to deliver a data led approach at every level.
2. To oversee the data infrastructure of the party to ensure that it is as accurate, secure, integrated and orientated towards the needs of campaigners.
3. To manage relationships with key suppliers, contractors and consultants to ensure they deliver value for money and deliver on objectives.
4. To develop a research programme that identifies opportunities for the party and ensures we invest our resources wisely.
5. To ensure clear communication of research results and analysis to campaigners at every level.
6. To combine our message and branding research with our data trove to develop modelling for the segmentation of key target voters.
7. To use external polling and research to inform key decision makers in the party on public opinion.
8. To identify new sources of data and key volunteers who can help improve our research and data operation

PERSON SPECIFICATION

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 experience of both the management of large databases and of working with end users to ensure that data can be collected and used on the front line as efficiently as possible.

As well as being a 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 data and research to deliver change.

Essential Skills and Experience

1. Strong research and analytical skills - a record of delivering research and polling projects that change outcomes of campaigns and elections
2. A deep understanding of the principles of good data management and an awareness of the regulatory framework that surrounds it
3. Able to analyse data and research quickly and get the results to the right people in a compelling manner
4. A record of delivering modelling and segmentation projects
5. Strong communication skills to engage with decision makers and key stakeholders
6. Strong understanding of UK politics and drivers for voter behaviour
7. Able to work quickly in a fast moving environment – especially at election times

Desirable Skills and Experience

8. Behavioral science, data science or research based qualification
9. Experience inside and outside of UK politics
10. Experience running and working in political campaigns
11. Experience negotiating and working with external agencies
12. Experience of working with campaigning software packages such as NGP/VAN and Nationbuilder

APPLICATION PROCEDURE

Please apply online on our website by attaching: -

- 1) A copy of your CV; including complete work history
- 2) A Covering Letter; no more than 2 pages of A4 in length, indicating clearly how your experience and skills meet the criteria stated in the job and person specification. Please also write your name on top of your supporting statement.
- 3) A completed diversity monitoring form (available with this pack).

Applicants are encouraged to inform us if any reasonable adjustments are needed to be made during any part of the recruitment process.

Closing date: 12pm Wednesday 13th February

First round interviews will be conducted w/b 18th February

Please note: We will not be able to employ you if you are not eligible to work in the UK. We will not be able to obtain a work permit on your behalf.

The Liberal Democrats are equal opportunity employers and particularly welcome applications from groups who are currently under-represented in our staff.

Please apply on our website by completing an application form.

Closing date:

Wednesday 13th February 2019