



# SEEKING CHANGE- MAKERS.

We're looking for a world class  
Behavioural Insights Consultant...

magpie

We are seeking a change-making **Behavioural Insights Consultant** who can do something great with their talent, who can create healthier and happier communities; one person, one campaign at a time.

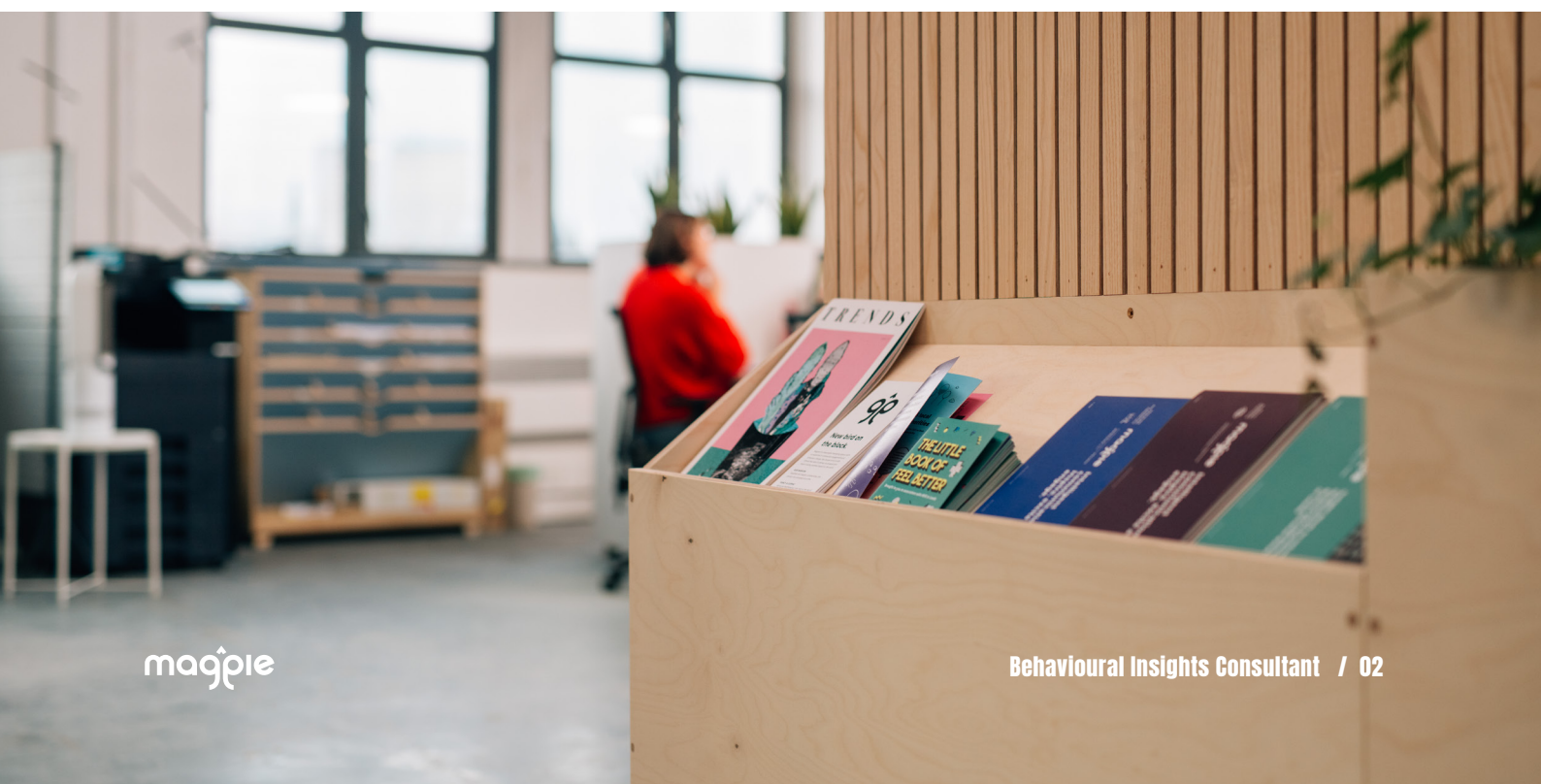
### The agency that changed the world.

Magpie is a meaningful marketing agency with expertise in good cause campaigns and behaviour change. We choose to work with organisations that want to deliver social good and leave a lasting positive impact.

With clients including NHS, Public Health England, hospitals, local authorities, British Heart Foundation and Mind, our mission is healthier and happier communities; one person, one campaign at a time.

We are in a strong position, with 10 years of behaviour change interventions under our belts and ambitious plans for the future. As recovery from the pandemic begins, the world needs us more than ever to encourage positive behaviours and deliver lasting change. Now is the time to join our agency for the good of our clients and the communities we work in.

**Join us**, a passionate agency of change-makers, to deliver campaigns for good.



## An ideal opportunity

Magpie is a cause-led marketing agency, placing behaviour change at the heart of what we do. Our purpose is to help create healthier and happier communities; one person, one campaign at a time. We call this The Great Campaign.

Inspirers, motivators, strategic thinkers, creative activists, communicators, collaborators, socially engaged, ethical, problem solvers, proactive, tenacious, experts.

We are driven by purpose and have a plan. Positive energy and social good emits from within and is felt across the team. We work as one, to succeed together and to respect the expertise each of us brings. We step up and keep going until the job is done, whatever it takes. This is what our clients and communities deserve.

**We are looking for a talented, passionate and experienced Behavioural Insights Consultant to lead the strategic development of behaviour change marketing interventions, ensuring they are guided by the latest theory and research evidence to create positive, demonstrable impact for our clients and communities.**

View more of our work [here](#).

## About the role

**Role: Behavioural Insights Consultant**

**Salary: £40-£50k (pro-rata)**

**Basis: Permanent, full-time 37.5hrs**

**Part-time (30hrs) considered**

### You're a Great Campaigner

You are responsible for leading the Great Campaign for clients which truly creates impact.

You take initiative – you never wait for the perfect brief or overlook the potential within each project. Every day, you aim to be part of the solution to the world's greatest challenges.

You create impact – you see success as the sum of small actions you take.

You establish momentum - Change doesn't come overnight. Each day, you pay attention to the small details.

You are driven by purpose - Positive energy and social good emits from within and is felt across the team you work with. Your only agenda is to work as one within the team, to succeed together and to respect the expertise each of us brings.

You step up - you get the job done, whatever it takes. Our clients, the communities you serve, and their campaigns always come first.

## Role Description

- › Lead all insight work, with hands-on project management from initial proposal and scoping through to intervention and evaluation.
- › Act as a thought leader with a proven track record in the field of behavioural science and complex interventions. Always abreast of current affairs, leading and joining conversations as a representative of Magpie and our clients.
- › Provide proactive, intelligent, and diligent consultation to clients, guiding them with your expertise.
- › Ensure the team are utilising the latest methods of insight collection and interpretation through delivery of regular training and guidance.
- › Apply underpinning psychological theory to new strategies, and develop these into a defined programme of work to deliver exceptional impact for our clients.
- › Manage and take complete responsibility for budgets, including setting budgets, budget management and regular and timely budget reporting.
- › Oversee all aspects of quantitative research including survey design, analysis and evaluation.
- › Head up qualitative research, leading focus groups, workshops and co-creation sessions garnering insight for campaigns.
- › Interpret and write academic reports and use knowledge to develop robust strategies.
- › Brief and write content for a range of material for the intervention as required, utilising external partners expertise and input as necessary.
- › Proofread content for all intervention materials ensuring accuracy of all materials and providing formal sign off with the client. Be accountable for the accuracy and quality of your own work and all insight that has Magpie's name on it.
- › Get hands on with intervention delivery as and when required, including writing content for social media and newsletters, or promoting events and activities across networks.
- › Ensure that all communications adhere to brand and identity guidelines across all campaign communication channels.
- › Develop and cultivate relationships with a range of stakeholders to ensure maximum engagement and impact for every campaign.
- › Prepare and deliver presentations at a range of informal and formal meetings and events to varied audiences (ranging from small local community groups to large delegations of senior influencers).

- ▶ Recognise and nurture future opportunities within the networks and communities you are working with as part of our Great Campaign approach.
- ▶ Connect and keep in touch with communities and networks to constantly adapt live interventions to create maximum impact, within budget.
- ▶ Establish key measures and monitor results, producing regular progress reports (e.g. weekly, fortnightly or monthly), making recommendations for alterations to tactics to optimise the impact of each intervention.
- ▶ Respond to, and challenge, client feedback in a timely and empathetic manner, clearly communicating thoughts and next steps to clients and internal colleagues.
- ▶ Work with impact and commerciality at the core to achieve sales targets, making the most of every opportunity with existing and potential clients to attract and win fulfilling new business for Magpie.
- ▶ Manage, motivate and support other staff, to ensure our campaigns create positive impact.

## **General responsibilities**

- ▶ Positively promote Magpie through our channels; contributing content and monitoring our social media and website content.
- ▶ Represent Magpie at external events, and to represent the business and its clients at all times in a professional and knowledgeable manner.
- ▶ Stay abreast of current issues facing our clients as well as latest behaviour change research.
- ▶ Deliver an unrivalled client experience, using every customer touchpoint as an opportunity to deliver Magpie's values.
- ▶ Adhere to relevant external legislation and compliance, and internal policies.
- ▶ Continually develop your understanding of behavioural science and act as a leading voice in our internal training programme, and enhance the Magpie '6 for gold' behaviour change approach.
- ▶ Participate in the annual performance appraisal process and show a commitment to learning and personal development, striving to make your best better.
- ▶ Undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the business without altering the nature or level of responsibility involved.

## Person Spec

### Essential

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- › Educated to degree level.
- › 10+ years (can include post-graduate study) background in one of the following: applied health research, behavioural psychology; behaviour change; social marketing.
- › 5+ years (can include post-graduate study) experience of the development and evaluation of complex interventions.
- › Experience working within commercial timescales, typically 6-12 months from scoping to final evaluation and evidence of early impact.
- › Track record managing multiple research projects, co-ordinating the activities of other staff and co-investigators, and playing a key role in the successful completion of the various work packages.
- › You will have previously managed or co-ordinated a large programme of research at a high level, involving multiple stakeholders and organisations.
- › Thorough understanding of research principles including sampling, validity and reliability, and statistical analysis.
- › Ability to develop and use Theory of Change (including Outcomes Framework), Programme Theory, Logic Model/causal assumption models, behaviour change theory (e.g. behaviour change wheel).
- › Extensive experience of conducting quantitative research (e.g. surveys) and proven ability to analyse quantitative data.
- › Extensive experience of conducting qualitative research (e.g. focus groups, interviews (structured/unstructured), observation) and proven ability to analyse qualitative data.
- › Thorough knowledge of research ethics, safeguarding and GDPR.
- › Varied experience of coordinating, executing, analysing and translating evidence into communication practice.
- › Experience of working collaboratively with a range of partners and proven experience of shaping opportunities within communities to maximise campaign success.
- › Significant experience in relationship management, with the ability to exercise sound judgement, sensitivity and political awareness when working with multiple stakeholders.

- › Proven project management ability from initial scoping through to insight, all stages of delivery to final evaluation.
- › Ability to work with a wider communications team – including creative, digital, PR, community and freelance partners, in order to deliver impactful high-quality interventions.
- › Extensive experience of managing budgets and reporting.
- › Excellent written and oral communication skills, with keen attention to detail.
- › Knowledge of relevant legislation and compliance.
- › An understanding of the challenges and opportunities facing at least one of the following sectors: public health; public sector; third sector; education sector.
- › A strong sense of social purpose and synergy with Magpie's mission.
- › Committed to Magpies' values to inspire; excite; engage; collaborate; persist and believe.
- › Self-motivation with confidence, commercial understanding and ability to hit the ground running and embrace challenge.
- › Effective team management and leadership capabilities.
- › Innovative thinker, with proven ability to problem solve.
- › Visionary and energetic.
- › Emotionally intelligent, acting with integrity and discretion.
- › Resilient and diplomatic.
- › Willingness to work evenings and weekends as required.

## Desirable

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- › Driving licence and access to a car.
- › A relevant postgraduate degree in one of the following relevant areas would be advantageous: applied healthcare, behavioural psychology; behaviour change; social marketing.
- › Membership of a professional organisation, such as Chartered Institute of Market Research.





## Life at Magpie

At Magpie, you won't find big egos, just big ambitions. We're a friendly and talented team, dedicated to making positive change. Here are some of the things you can expect from joining us...

### › Profit share

Our employees each get a share of our profits. Every year we distribute a sixth of our profit equally amongst the team. The more impact we make, the more we are rewarded.

### › Vision days

Every year we host a 'vision day' where the whole team inputs into our plan for the year ahead. These days also give us a chance to pause, reflect and celebrate the great things we have achieved together.

### › Investment in you

We invest significantly on training, development and rewards. Our mentors are selected because of their specialist skills – some have even worked with Olympic gold medalists.

### › Flexible working

A good work-life balance is important so we support flexible working and all of our work is cloud-based for effective remote working.

### › Supporting causes

We featured in Just Giving's top 5% of fundraisers. We're proud to have supported some great projects and causes over the years and even offer our team a day of paid volunteering a year.

### › Your Great Campaign

Every team member has a Professional Development Plan which roadmaps their progression and helps them achieve their personal goals.

### › University of Magpie

Each fortnight we host a University of Magpie workshop, co-creation session or visiting speaker to make sure we're always learning.

### › WIN

(Wellbeing Innovation Network)

In October 2018 we launched the Wellbeing Innovation Network, to help inspire innovation and drive positive behaviour change across the health and wellbeing sector.

### › Our culture

We always do what it takes to achieve impact whilst protecting each others' wellbeing. We are stimulated and challenged whilst always feeling supported.



# OUR WORLD NEEDS ANOTHER CHANGE-MAKER.

Magpie is committed to promoting a diverse and inclusive environment and is proud to be an equal opportunities employer - a place where we can ALL be ourselves and succeed on merit.

To apply, please email your CV and cover letter telling us how and why you'd be perfect for the role:

**[impact@wearemagpie.com](mailto:impact@wearemagpie.com)**

**Closing date: 19 August 2020**

Video interviews: from 24 August 2020

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To arrange an informal video call about the role please contact:

**[becky@wearemagpie.com](mailto:becky@wearemagpie.com)**