

magpie

Research Consultant

Recruitment Pack



We are Magpie.

Magpie is a creative behaviour change agency with sector-leading expertise in good cause campaigns.

We work exclusively with organisations that want to deliver social good and leave a lasting positive impact. With clients including NHS, UKHSA, hospitals, local authorities, the Met Office and Mind, our mission is healthier and happier communities; one person, one campaign at a time.

We are in a strong position, with 14 years of behaviour change interventions under our belts and ambitious plans for the future. Amidst the backdrop of the pandemic, the cost of living crisis and many unheard voices in society, the world needs us more than ever to encourage positive behaviours and deliver lasting change. Now is the time to join our agency to benefit the audiences our campaigns serve.

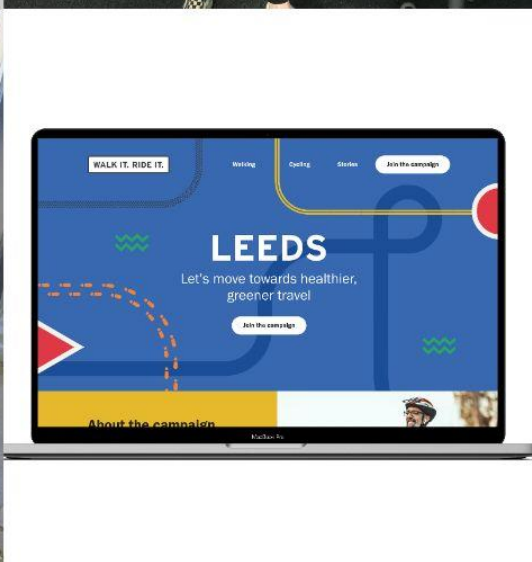
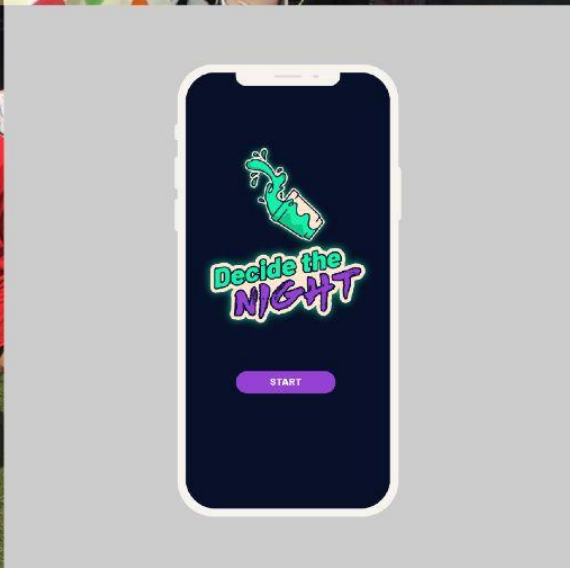
Inspirers, motivators, strategic thinkers, creative activists, communicators, collaborators, problem solvers, socially engaged, ethical, proactive, tenacious, leaders.

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.

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



At Magpie, we bring our purpose to life in everything we do. Our story today grows from every conversation, every idea, and every campaign we create. From concept development to the big idea, everything contributes to our **Great Campaign; an endless pursuit of healthier and happier communities.**



We are expanding our Behavioural Insights team and we're seeking a **Research Consultant**. This new role will complement our existing team of Psychologists and Behavioural Scientists and work alongside our wider team of campaigners, creatives and community engagers. We're looking for an individual who can do something great with their talent, who can create healthier and happier communities; one person, one campaign at a time.

Pay scale: £35 - £40k per annum (depending upon experience)

Status: Full time. Hybrid working and flexible hours from home and our Leeds city centre studio. This is not a fully remote role.

Reports to: Director of Behavioural Insights

Main duties and responsibilities:

- Conduct research and analysis on behalf of Magpie's clients related to behavioural science, health psychology and social psychology.
- Use sector-leading models and theories, methodological rigour, and your own creative thinking, to inform research methodologies.
- Analyse both qualitative and quantitative data from surveys, focus groups, interviews, fieldwork to identify key insights into audience behaviour.
- Develop comprehensive audience profiles based on demographic data as well as psychographic information such as interests and values.
- Analyse audience behaviour data to identify key audiences, segments, trends, and insights that can be used to inform intervention design / theory of change.
- Interpret academic research reports and data to develop robust strategies.
- Present insights and findings in a clear and concise manner, both internally and externally.
- Collaborate with other specialists, e.g. creative team or campaign consultants, in order to help inform their decisions on how to use audience and evaluation insights in the design of current and future campaigns and behaviour change interventions.
- Devise and deliver robust, evidence-based evaluation approaches including pre-post studies and RCTs to understand and evidence campaign impact.
- Support others to track campaign performance metrics in order to optimise campaigns for maximum impact and measure success against goals.

- Collaborate with others to create detailed reports outlining the results of each campaign with actionable recommendations for improvement.
- Prove yourself as a thought leader on audience insight.
- Provide proactive, intelligent, and diligent consultation to clients, guiding them with your expertise.
- Develop and cultivate relationships with a range of stakeholders to ensure maximum engagement and impact for every campaign.
- Prepare presentations and speak 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).
- Connect and keep in touch with networks to enable research recruitment for insights and evaluation.
- Manage, motivate and support other staff to ensure our research creates a positive impact.

General Responsibilities:

- Positively promote Magpie through our channels; contributing content.
- Represent Magpie at external events, when required, 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 and campaigns and proactively join in the conversation, contributing to discussion on these topics.
- Deliver a great client experience, using every customer touchpoint as an opportunity to deliver Magpie's values.
- Adhere to relevant external legislation and compliance, and internal policies.
- 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.
- Willingness to work evenings and weekends if required.
- Ability to travel around the region if required, driving licence and access to a car is beneficial for some journeys.

Person Specification

Essential Skills and Experience

- A strong and proven track record of planning, managing and delivering successful research at a senior level, including time/delivery/budget management and reporting.
- An undergraduate degree in psychology, public health, economics, geography, or similar, with core modules in research methods and qualitative and quantitative analyses.
- A proven ability to manage research activities from initial scoping, co-creation, analysis, through all stages of delivery to final evaluation.
- Proven experience working with data analytics tools such as SPSS and R.
- Knowledge of statistical methods used for analysing quantitative data.
- Understanding how research can contribute to understanding audiences and social marketing campaign engagement.
- Significant experience in relationship management, with the ability to exercise sound judgement, sensitivity and political awareness when working with multiple stakeholders.
- Proven ability to work alongside other researchers, including academics, behavioural scientists and insight professionals.
- Excellent written and oral communication skills, with keen attention to detail.
- Knowledge of relevant legislation and compliance e.g. Ethical approval, safeguarding, GDPR.
- Excellent communication skills (both verbal & written).
- Strong communicator over screen, via video call, able to use collaborative tools online for co-creation and ideas.
- Self-motivated with ability to work independently with minimal supervision.
- Innovative and creative thinker, with proven ability to problem solve.
- Quick learner and able to contribute to new research methods and use latest behavioural science.

Beneficial skills and experience

- A relevant postgraduate degree.
- Membership of a professional body such as the British Psychological Society, the Market Research Society, the UK Evaluation Society or similar organisations.
- Understanding of marketing campaigns, or how research can contribute to understanding audiences and marketing campaign engagement.
- Experience and ability to work with a wider campaign team – including creative, digital,

PR, community and freelance partners, in order to deliver impactful high-quality campaigns.

- Experience of working collaboratively with a range of partners and proven experience of shaping opportunities within communities and stakeholder engagement.
- Experience of working within or alongside one of the following sectors in a research capacity: public health; public sector; third sector; education sector.

Personal attributes

- A strong sense of social purpose and synergy with Magpie's mission.
- Effective team management and leadership capabilities.
- Visionary, resilient, responsible and nurturing.
- Emotionally intelligent, acting with integrity and discretion.

You are a Great Campaigner

You are responsible for delivering the Great Campaign for clients, delivering work in response to the campaign strategy and providing real expertise in campaign design that 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.

Life at Magpie



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

Our culture – We always do what it takes to achieve impact whilst protecting each other's wellbeing. We are stimulated and challenged whilst always feeling supported.

Profit share – Our employees each get a share of our profits. Every year we distribute a profit share. The more impact we make, the more we are rewarded.

Investment in you – We invest significantly on training, development, and rewards. We run our own University of Magpie to develop your specialist creative behaviour change skills with internal and external experts. Every team member has a professional development plan which roadmaps their progression and helps them achieve their personal and professional goals.

Flexible working – A good work-life balance is important, we are advocates of flexible working. All our work is cloud-based for effective remote working and we have a blended approach to working at home, in our studio at Munro House and out in the communities where our campaigns need us.

Birthday off work – Because no one should have to work on their birthday! If your birthday falls on a non-working day, you get the next working day off.

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 paid volunteering leave. On your birthday we donate to your favourite charity to help you give back to causes closest to your heart.

Health and wellbeing ambassadors – The topics that our work covers can be hard but the people at Magpie are here make it easier every day. Our in-house ambassadors are proactive, provide access to the latest training, signpost to support and listen to you whenever you need it.

Staff activities and socials – From canal boat trips to jewellery making, we look for opportunities to get together as a team and enjoy some downtime.

Vision days – We host reflection and planning days where the whole team inputs into our future plans. In 2022 this was an overnight festival style event we call 'GoodStock'.

Festive period shut down – We close down and rest between Christmas and New Year, which is in addition to bookable annual leave.

Enhanced pension scheme – All team members receive an increased employer contribution to pension.



Interested?

Send a cover letter of no more than 500 words explaining **what you'd bring to the role** and **how you found out about this role**, along **with your CV** to **impact@wearemagpie.com** title your email 'Research Consultant'.

Application deadline: Sunday 02 July

For an informal conversation about the role please contact: Julie Van-De-Vyver (Behavioural Insights Consultant)
julie@wearemagpie.com

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.

