

magpie.

Senior Researcher



Application deadline: 9 February 2026

Working at Magpie

At Magpie, we work side by side with purpose-driven clients and communities to develop behaviour change campaigns and solutions that inspire action and make positive change possible.

We are driven by the belief that communications can tackle complex societal challenges and shift behaviours in ways that matter. Whether it's improving public health, reducing harm, or accelerating the move to net zero, we bring together creativity, research and collaboration to make a measurable difference.

We want to work with people who share our passion for purpose-driven work. That means individuals who are motivated by making a difference in areas like health, equity, climate and community.

We look for people with strong expertise - whether in behavioural science, strategy, campaign consultancy, project management, creative, or engagement - who are also natural collaborators, excited to work across disciplines and with diverse voices.

Just as importantly, we value curiosity, adaptability, and openness - people who are willing to test, learn, and refine. Above all, we're looking for people who are values-led, bringing clarity, empathy, and integrity into their work every day.

Join our team as a Senior Researcher

We are expanding our Behavioural Insights Team and are seeking a Senior Researcher who brings together empathy and rigour. If you are an energised, proactive thinker and you're excited by the idea of using your research skills to drive meaningful change, we want to hear from you.

The Mission: Using behavioural insights to tackle complex social challenges.

The Ethos: High-energy, collaborative, and empathetic.

The Role: A mixed-methods researcher who can talk to anyone and can translate complex data into clear, evidence-led insights.

Key Responsibilities

Insight discovery and research design

- Design and conduct quantitative and qualitative research, including surveys, interviews, focus groups, and experiments
- Engage with communities, stakeholders, and lived-experience groups as part of research design and delivery
- Support research approaches that centre community voices, through ethical, inclusive research practices

Analysis and strategic translation

- Robustly analyse and interpret quantitative and qualitative research data to uncover insights about behaviour
- Translate findings into clear, actionable recommendations and solutions for clients
- Support the development of insight-led yet engaging reports, presentations, and client workshops; translating complex findings into accessible outputs
- Work closely with designers, researchers, strategists and delivery teams to integrate research insights

Championing the Magpie mission

- Be a curious learner, staying ahead of trends in behavioural science and sharing that energy with the wider team
- Act as a knowledgeable and approachable representative for Magpie at external events and client meetings
- Deliver a great client experience, using every customer touchpoint as an opportunity to deliver Magpie's values
- Adhere to relevant external legislation, compliance standards, and internal policies.
- 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
- Take responsibility for managing your time, working with impact and commerciality

Person Specification

What you bring:

- **A strong track record of applied research:** You have proven experience (3 years or more) delivering research that didn't just sit on a shelf. Whether from an agency, public sector, or third-sector background, you know how to use research to drive change.
- **Behaviour change and behavioural driven research:** You will have a good understanding of how behaviour change impacts the way to conduct research, analyse data, shape recommendations and evaluate impact.
- **Adaptable communicator:** You have a natural ability to build rapport with anyone and can tailor your narrative style to ensure insights are accessible and engaging for everyone involved.
- **Methodological rigour:** You have a strong academic foundation (Degree in Behavioural Science, Psychology, Sociology, Public Health, Geography, Economics, or similar) and the hands-on experience to back it up; from rapid literature reviews to rigorous survey design.
- **Technical fluency:** You are comfortable "in the weeds" of data. You can navigate quantitative tools (Excel, SPSS, R, or similar) and have a sharp eye for qualitative themes that others might miss.
- **Operational agility:** You thrive in fast-paced environments. You are organised, self-directed, and capable of managing multiple streams of work.

How you show up:

- **Energised & proactive:** You don't wait for a brief to be perfect; you ask the right questions, troubleshoot challenges, and keep projects moving forward with positivity.
- **Socially driven:** You have a genuine passion for Magpie's mission and a desire to use behavioural science as a force for good.
- **Empathetic listener:** You listen with curiosity and without judgment. You are a "rapport-builder" who genuinely enjoys connecting with people from all walks of life.
- **Collaborative mindset:** You understand that the best insights are born from partnership and "getting stuck in" with your colleagues and collaborators.

What We Offer

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:-

Peer voted for purpose – We are very proud to have been voted 'Top 25 for purpose' by other agency owners across the UK.

Profit share – Our employees each get a share of our profits.

Enhanced holidays – We offer 39 days annual leave, including bank holidays and Christmas shutdown, plus your birthday off. We carefully balance work and life with this policy to ensure everyone gets a good amount of time for rest and recreation.

Flexible working – A good work-life balance is important, we are advocates of flexible working. 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.

Whole agency co-creation – Every six weeks, we get together as a whole agency and work 'on us'. Innovation, ideas, better ways of working, time with all of us together.

Annual vision day – Each year, we get together to celebrate what we are proud of from the past year, co-create the direction of travel towards our vision for the year ahead, and spend some fun and fulfilling time as a team.

Supporting causes – Social impact is fundamental to what we do. We also featured in Just Giving's top 5% of fundraisers, and our team each get the gift of giving for their birthday when we donate to their favourite charity or cause as a birthday treat.

A supportive 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.

Inclusion as standard – Magpie is certified as disability confident, we are a Real Living Wage employer, and are Equality Registered.

Enhanced pension scheme – All team members receive above the statutory pension employer contribution.

Dog-friendly office – We welcome well-behaved dogs into our studio space.

Salary and Contract Details

Salary: £32k per annum

Location: You'll work in a hybrid model, splitting time between home and our Leeds city centre studio, with fieldwork as required in the community. Tuesdays and Thursdays are Magpie's office-based working days.

Hours: This is a full-time role. Flexible working requests will be considered, though we expect a minimum requirement of 0.8 FTE.

Reports to: Director of Behavioural Insights

Equality and Inclusion

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.

We particularly welcome applications from people with lived experiences that reflect the diverse communities we serve. If you need any adjustments to our recruitment process to help you shine, just let us know by emailing diane@wearemagpie.com with the subject "Senior Researcher".

Right to work in the UK

Please note: this role does not meet the criteria for Skilled Worker visa sponsorship. Applicants must have an existing right to work in the UK.

To Apply

To apply, please complete this application [form](#) (which can also be found on the job advertisement on Magpie's website) by 9th February 2026.

In the form you will be asked to upload your cover letter (max 1 page), and CV (max 2 pages).

You will also be asked to answer three short questions:

1. **Based on feedback you've had, what do others value most about how you work?** Please describe the qualities, skills, or ways of working that others often recognise in you. *(max 350 words)*
2. At Magpie, we believe research should never just sit on a shelf. **How do you communicate research findings so they are highly useful for different audiences (for example, clients, community members, or non-specialists)?** Please include a brief example of a method, format, or approach you have used. *(max 350 words)*
3. **What does “collaborative research” mean in practice to you?** Please explain how this shows up in the way you design and carry out research with others. *(max 250 words)*

Key Dates

Closing date:	9th February 2026 (midnight) Apply via application form
Shortlist update:	By 13th February We promise not to leave you hanging!
Interview:	18th February, virtual During this 45-minute call, we will review your professional experience and capabilities in relation to the role.
Final stage & studio visit:	Week commencing 23rd February, in-person A final-stage meeting at our Leeds studio. This is a chance for a more relaxed, two-way conversation about how we work together and our shared ambitions, followed by an opportunity to meet the wider team.