

It starts with community

The National Lottery Fund
Role Profile



Head of Strategic Analysis

Directorate: Funding, Strategy,
Communication & Insight

Department: Evidence & Impact

Role/Competency level: Level 4

Reports to: Deputy Director of Impact



Role Profile: Head of Strategic Analysis

Role purpose

In FSCI we support and serve the whole of the Community Fund, so that together we make communities more resilient, equitable and environmentally sustainable. We do this by developing funding strategy, making strategic UK-wide grants and championing an equity-based approach. We provide professional leadership in communications, impact, service design and policy so that our services meet the strategic needs of the organisation and puts communities at the centre of all that we do.

This leadership role is part of our Evidence and Impact team. We aim to provide an integrated insight, evidence and impact service operating across the Fund that supports communities, stakeholders and colleagues. We use evidence and insight to create positive change by informing our equity-based approach to funding, demonstrating the impact that we and communities make, and responding to our devolved working environment.

As the Head of Strategic Analysis you will have a crucial role to play in developing our team so that we fulfil our purpose. You'll set direction for our teams, ensure we have high quality services for users and build a high performing and supportive culture.

You will be accountable for providing insight at every stage of our strategy cycle. You'll need to be able to think strategically and connect evidence and analysis to the context for communities and our organization. As a trusted advisor for our SMT and Board you will communicate evidence in a compelling and engaging way to a wide range of audiences. The strategic analysis your team develops will support advocacy and influencing at both a UK-wide and country portfolio level.

You will establish clear processes and ways of working to translate information and evidence from across the Community Fund into strategic analysis and insight that can be used for decision making. Your ability to build relationships and partnerships internally and externally will be vital for achieving these goals.

You'll lead the team's work to ensure we have a clear understanding of how we are performing against our KPIs and provide recommendations for how our organisation can improve. Ultimately your work will ensure that the Community Fund has the evidence we need to deliver the full impact and benefit of 'It starts with Community' and that we have the processes in place to adapt and learn, including in preparing the insight that we need to set strategy beyond 2030.

The primary stakeholders for this role include: our SMT and Board, our strategy, policy and public affairs teams and external partners such as other funders, policy makers and voluntary and community sector bodies.



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Key responsibilities

- Accountable for our ambition to ‘lead the agenda’ by delivering compelling insight that supports our external engagement and influencing.
- Accountable for delivering analysis that shapes and supports all stages of the Community Fund’s strategy cycle, providing high quality, actionable insight to our SMT, Board and Sub-Committees.
- Accountable for analysing the performance of our organisation against the measurable goals in our strategy and Corporate Plan/KPIs, by managing the Performance Analysis team and working hand in hand with the Head of Strategic Planning and the Head of BI and Reporting.
- Lead the Strategic Analysis team’s work to generate insight into the long-term trends effecting the communities we serve and communicate these to external audiences.
- Accountable for the Evidence and Impact input into our missions-based policy and practice, including on cross-cutting themes such as our commitment to equity-based funding.
- With the Deputy Director for Impact, build and maintain a network of partners across our sector and in the Lottery Family who share insight and collaborate with us on strategic analysis.
- Support the development of common ways of working in the Evidence and Impact function that enable high quality analysis and comply with government functional standards.
- Oversee the research and customer insight programme for the organisation, ensuring that we derive maximum strategic value from our investment in external analysis.



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Knowledge, skills and experience

As a leader, you may have been promoted through our internal career paths having demonstrated your skills and leadership abilities or alternatively you may come from an external field. Either way, you'll need to demonstrate your experience and qualifications in these areas

- Educated to undergraduate level, or equivalent level of experience in a relevant discipline such as quantitative or qualitative methods, evidence synthesis or trends analysis.
- Excellent written and verbal communication skills, with the ability to effectively communicate with different audiences.
- Experience of working with multiple stakeholders (including at Board level), often with competing priorities, to gain agreement.
- Familiarity with functional standards for analysis and in how they apply to the work of multi-disciplinary teams.
- Proven experience in driving insight to action and in communicating compelling evidence to senior stakeholders, particularly at Executive and Board level.
- Proven experience of delivering impactful evidence at different stages of the strategy cycle, including one or more of the following: consultation, horizon scanning, performance and KPI reporting and policy analysis.
- Experience of building strong external relationships to achieve common goals.
- Experience of research and insight management, including the commissioning and briefing process.
- Excellent people management experience, with the ability to identify the skills the team needs now and, in the future, and to support our staff to continuously develop.



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Role competencies: Level 4

- **Strategic direction**
Leads the implementation of strategy, creating high engagement and performance.
- **Leading our culture**
Generates a supportive work environment that is actively sensitive to colleague well-being.
- **Working together**
Enables teams to implement strategy and support a collaborative and inclusive working environment.
- **Delivering quality results**
Leads teams to achieve Key Performance Indicators (KPI) and ensure delivery of Corporate and Directorate Plans.
- **Diligence and control**
Performs duties in line with set expectations and policy and/or regulatory considerations.
- **Developing self and other**
Recognises and harnesses creativity and innovation to improve services and supports development of self and others.

Our Values



We are inclusive

We know that communities and organisations are stronger when everyone can participate and work to increase inclusion.



We are ambitious

We believe in the power of community and connection and are ambitious for its potential. We support people and communities to shape the future and lead change.



We are impact focused

We are inspired by communities and learn with them. We listen, reflect and use evidence to improve knowledge, inform action and increase impact.



We are adaptable

We welcome and embrace new ideas and ways of working.



We are compassionate

We work with care consideration and humility.