

# It starts with community

The National Lottery Fund  
Role Profile

## Insight Manager

**Directorate:**

Funding, Strategy,  
Communication & Impact

**Department:**

Impact and Evidence

**Role/Competency level:**

Level 3

**Reports to:**

Head of Strategic Analysis



# Role Profile: Insight Manager

## 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 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 Insight Manager you will work with teams across the organisation to generate high quality evidence and use the findings to inform decision making. You will identify gaps in our evidence and design, commission and manage research to generate evidence that builds our evidence base. You will provide support and advice to other colleagues who carry out research to help ensure that all research is appropriate and useful. You will coordinate different sources of research around the organisation, synthesise findings so they can be more easily understood and make it more accessible and easier for people to use.

You will identify the most appropriate methods to ensure we fully understand the external environment in which we operate and the views of our users and stakeholders. This includes in managing research which contributes to our corporate KPIs and performance reporting. You'll therefore need to work closely with the Performance Analysts across the Evidence and Impact team to collate data and insight that meets the specifications of both our strategic and operational performance indicators.

You will also support colleagues in the wider organisation to interpret and make sense of evidence and what it means for them, so that it helps to inform their decision making. As an expert you will have a responsibility to maintain and develop your skills and knowledge to ensure the department's objectives can be achieved.

Your key stakeholders in this role will be the Communications and Engagement teams, Strategy and Policy, Performance Analysts and Managers and the wider FSCI department.



# Role Profile: Insight Manager

## Key responsibilities

- Design, commission and deliver insight and research projects to meet the needs of our staff and colleagues and those of communities and stakeholders.
- Support the Head of Strategic Analysis in using and applying insight to the development of strategy and policy at the Community Fund.
- Manage current and new contracts for insight and research, overseeing the work of third-party suppliers, ensuring it meets the standards of the Community Fund for research ethics.
- Take responsibility for ensuring that insight and research projects are delivered to time and budget.
- Work closely with members of our Communications and Engagement team to ensure that our communications and influencing activity is supported by evidence and insight.
- Deliver insight into our corporate performance (including KPIs) by managing research with community groups, grantholders and stakeholders to gather their feedback and perspectives.
- Provide regular reporting to the Research Programme Manager on the status of insight projects, including with respect to timelines, budget and risks.
- You'll also need to work within the Fund's policies and procedures and the necessary legislation, in a way that is in line with our vision and principles. If the role is based in Wales, or supports customers or colleagues in Wales, an understanding of Welsh language legislation and the Welsh Language Standards of the Fund is required.



# Role Profile: Insight Manager

## Knowledge, skills and experience

- A professional qualification, bachelor's degree or equivalent level of experience in a relevant discipline such as social and market research methods.
- Strong written and verbal communication skills, with the ability to effectively communicate with different audiences.
- Experience of working with multiple stakeholders, often with competing priorities, to gain agreement and preferably in relation to insight and research commissioning.
- Knowledge and experience of applying appropriate approaches across the spectrum of qualitative and quantitative methods and analysis.
- Understanding of research ethics, safeguarding and legal compliance.
- Experience of identifying research and insight needs of stakeholders and translating a range of business needs into clear research objectives and research briefs
- Experience of procuring, commissioning and managing research projects, including overseeing the work of third-party suppliers.
- Excellent project management skills, gained either through a recognised qualification or relevant experience.
- Communicating insight in an applied way (relevant to audience and context) to ensure insight is accessible and actionable
- Experience of supporting colleagues to interpret and make sense of evidence, to help inform their decision making
- Knowledge of the VCSE sector





# Role Profile: Insight Manager

## Role competencies: Level 3

- Strategic direction**  
 Understands and communicates how own work and work of the team, supports wider objectives and meets the diverse needs of stakeholders. Aligns own actions with directorate and organisational goals.
- Leading our culture**  
 Recognises and values individual contributions and puts in place support for well-being of individuals within the team, including consideration of own needs.
- Working together**  
 Designs team processes to remove silos and nurture a culture of mutual support, driving higher performance across interconnected teams. Adjusts personal work styles and practices accordingly.
- Delivering quality results**  
 Clearly communicates desired results and ensures individuals are supported and feel motivated to achieve what is expected.
- Diligence and control**  
 Manages teams and own duties in line with set expectations and policy and/or regulatory considerations. Ensures corrective action is taken where necessary.
- Developing self and other**  
 Takes time for own personal and professional development as well as supporting development needs of team members. Ensures self and team members have a Personal Development Plan to help achieve goals.

## 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.