Job Description

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| **Job Title** | Qualitative Insights Analyst |
| **Grade** | PO1 |
| **Reporting To** | Qualitative Insights Programme Manager |
| **JD Ref** | CSUP0142P |

Purpose

The Qualitative Insight Team in Public Health, gather, analyse, and present insights to address health inequalities; drive positive change; and to help local people and communities in Wirral. The team provide both the system and infrastructure for generating qualitative insights and applying scientific analysis to inform policy, improve public services, and deliver positive results for people and communities in the area.

To do this work in an impactful way, the team gather insights from local communities, giving them a voice and having their voice shape the functions of the Council. To support the continuation of this valuable work, we are recruiting to the post of Qualitative Insights Analyst.

This post will require you to draw on your specialist knowledge and experience of analysis and evaluation, you will be responsible for designing and conducting robust analysis of a variety of insight and research projects and wider thematic analysis. This includes development of research analysis methodology for projects including analysis of data through meaningful inferences, text analysis, coding and indexing, data structuring and labelling.

Main Duties And Responsibilities

**Behavioural:**

* Enjoy, achieve, create impact, and thrive in the role and organisation.
* Live our values in the role and organisation.

**Insights team specific duties & responsibilities:**

* Work closely with the Qualitative Insight Programme Manager, Qualitative Insight Researchers and colleagues in the Public Health Team, the Intelligence Team and other stakeholders to support the design and delivery robust outcome-focused insight and research projects for a variety of behaviour change interventions.

**Communication, Engagement and Training:**

* Communicate clearly with colleagues in the team, ensuring you use the team’s project management tools to best support the delivery of effective insight projects.
* Clearly communicate analysis findings in a clear and concise manner, both in verbal and written formats.
* Have an active role in the planning and implementation of projects.
* Support and promote the delivery of online sessions with partners and colleagues from across the Council focusing on the benefits of using qualitative research and different ways to gather community insights.

**Data Analysis and Decision-Making:**

* Development of research analysis methodology for the projects including analysis of data through meaningful inferences, text analysis, coding, and indexing, data structuring and labelling. Undertaking data analysis, including large existing data sets, using Excel and NVivo.
* Support to assess the suitability of interventions, using insight and research.
* Analysis of patterns and connections within insight. Identifying themes, working to evaluate if research objective questions can be answered from the collected data.
* Ability to utilise qualitative data analysis methods including content analysis from responses from interviews.
* Narrative analysis to analyse content from various sources such as interviews, and observations in the field.
* Discourse analysis, to analyse interactions with people, and the social context in which the communication between the researcher and respondent occurred.
* Grounded theory, using the data to explain why a phenomenon is happening, and studying similar cases in different settings and using the data to derive causal explanations.
* Assist in the design, development and implementation of monitoring and evaluation frameworks (outcome focused) for all insight and research projects.
* Assist in the development of the Qualitative Insight Repository and regularly undertake secondary analysis of Health and Wellbeing insights which will be hosted on the Qualitative Insight Repository.

**Performance Management:**

* Undertake quarterly and cumulative analysis and presentation of team’s key performance stats.

**Compliance:**

* Adhere to and comply with all relevant corporate policies and procedures including Health & Safety, General Data Protection Regulations (GDPR), Corporate Governance and Code of Conduct.

**Other:** Any other duties commensurate with the grade.

Role Specific Knowledge, Experience And Skills

**Qualifications**

* Maths qualification (O Level, GCSE, A level or relevant equivalent).
* First degree or equivalent (any discipline).
* Evidence of continuous professional development (CPD) e.g. post graduate diploma or certificate.
* Postgraduate degree in a social science subject OR 2+ years of professional experience conducting social research in a university, think tank, charity, or consultancy.

**Knowledge & Skills**

* Advanced analytical skills and problem-solving capacity
* Evidence of ability to grasp complex concepts and debates quickly and to engage with these effectively through research
* Evidence of having worked in group settings and / or as part of a cross-organisational or inter-organisational team
* Ability to communicate effectively – in writing and in person - about research findings to a range of audiences
* Evidence of having delivered or contributed to the delivery of high quality social research outputs
* *Desirable - Able to lead work packages and deliver work in different areas on time*
* *Desirable - Published social research output*

**Experience**

* Significant experience of working in an evaluation/research environment and/or a local authority
* Experience of designing quantitative research tools
* Experience of quantitative and statistical data analysis, including of large existing data sets, using Excel and/or SPSS
* Experience of designing qualitative research tools
* Experience of conducting and organising qualitative fieldwork
* Experience of conducting qualitative analysis using Excel, Word and NVivo
* Experience of having conducted robust desktop research and knowledge of a range of methodologies for doing this
* Experience of designing and writing web-accessible reports
* *Desirable - Experience of having designed and conducted participatory research*
* *Desirable - Experience of research with people from a range of backgrounds, including from vulnerable or disadvantaged backgrounds*
* *Desirable - Experience or understanding of ethnographic methods*
* *Desirable -* *Experience of using online engagement tools and their administration*

Additional Information

Ability to travel across the Borough and work from various locations.

Work hybrid, with a flexible working approach to accommodate service needs.

Expected to work from a fixed location (subject to change).

On occasion, able to work outside traditional hours, of a weekend and evening as required, adopting a flexible working approach in response to business requirements.

Health & Safety Considerations:

* Prolonged Repetitive Movements/Actions
* Working outside
* Work with VDUs (Video Display Unit) (>5hrs per week)
* Working with children
* Exposure to persons with challenging or aggressive behaviour

Approved By: Nicola Jones, Public Health Principal

Date Of Approval: 26th March 2025