

# JOB DESCRIPTION

<b>JOB TITLE</b>	Qualitative Insights Researcher
<b>GRADE</b>	PO3
<b>REPORTING TO</b>	Qualitative Insights Programme Manager
<b>JD REF</b>	CSUP00139P

## PURPOSE

The Wirral 2025 Plan sets out one vision and plan to achieve our ambitions to improve outcomes in our borough. There has been considerable progress gained in this, particularly highlighting the beneficial work undertaken in collaboration with partners across Wirral. However, the reliance on the work of our stakeholders to collect the voice of communities can only go so far. To achieve more, we need to strengthen our relationship with our communities. This can only be done in an impactful way by gathering insight from local communities, giving them a voice and having their voice shape the functions of the Council. To help us achieve this we are establishing several roles to generate qualitative insights and apply scientific analysis to inform policy, improve public services, and deliver positive results for people and communities in Wirral.

One of four researcher roles, this post will be dedicated to designing and conducting community insight and research across a variety of behaviour change programmes to inform the work of Wirral Council. Based within Public Health you will be part of an innovative team working across the Council and its many partners to enhance work streams, systems and outcomes using behavioural science and insight collection.

## MAIN DUTIES AND RESPONSIBILITIES

1. Work closely with the Qualitative Insight Programme Manager and colleagues in the Public Health Team, the Public Health Intelligence Team and other stakeholders to support the design and delivery robust outcome-focussed Insight and research projects for a variety of behaviour change interventions.
2. Supporting to assess the suitability of interventions for insight and research.
3. Undertake qualitative data collection and analysis using appropriate methods.
4. Proactively supporting several insight and research projects including:
  - a. identifying and overcoming barriers to the delivery of insight collection and escalating issues to the Insight Qualitative Programme Manager as appropriate.

- b. working closely with colleagues in the Public Health team and other stakeholders to support on appropriate qualitative data collection processes to meet the needs of the research.
- c. working in close cooperation with the other members of the insight team to ensure that the quantitative and qualitative elements of any research projects are seamlessly joined up to form a coherent whole.
- d. Support fieldwork design and development of research methodologies, protocols and materials in line with governance requirements of research materials.
- e. Support the recruitment of respondents to any insight and engagement projects and organising fieldwork.
- f. Carrying out in depth interviews with participants to inform insight and research projects.
- g. Helping to deliver workshops, reports and presentations to feedback findings to a range of audiences including the public.

5. Keep key stakeholders and colleagues informed of the progress of the insight and research projects through verbal and written updates and attendance at relevant group meetings as required.

6. Provide Training to key partners, stakeholders, and volunteers in gathering qualitative insights.

7. Contribute to the writing of high-quality insight and research reports.

8. Contribute to the dissemination of any findings to the public, senior managers, stakeholders, commissioners, and elected members through verbal presentations, as required.

9. Undertake background research and literature reviews on topics relating to projects and briefs.

## ROLE SPECIFIC KNOWLEDGE, EXPERIENCE AND SKILLS

- Educated to at least degree level or has an equivalent level of experience of working at in a relevant area.
- Evidence of formal research skills training (qualitative methods).
- Evidence of continuously developing self and others and of creating an environment of continuous learning and improvement.
- Excellent relationship management skills and ability to navigate diverse and sometimes conflicting stakeholder views and interests.
- A high level of written, listening and oral communication skills and the ability to influence and negotiate effectively, persuasively, and sensitively.
- Creative with an innovative, fresh thinking approach, challenging the status quo and bringing ideas to address new and existing challenges.



- An understanding of community engagement and the value of building relationships.
- Strong interpersonal skills and the ability to communicate with a wide range of different people.
- Self-motivated with proven ability to work proactively and independently under the guidance of senior colleagues.
- High level of organisation and time management skills and ability to prioritise workload and work to deadlines.
- Ability to work effectively across different teams and departments in a collaborative manner.
- Ability to travel regularly between a number of different sites around the borough.
- Ability to solve problems with associated risk factors and deliver pragmatic solutions.
- Ability to make autonomous decisions when required, on difficult issues and to tight and timescales, and also knows when to escalate.
- Ability to define and articulate a strong sense of purpose and engender commitment across individuals and groups to a set of shared objectives.
- Ability to use of Microsoft Office with a particular aptitude for Word, Excel and PowerPoint.
- A 'can-do' style of working.
- Experience of evaluating interventions using robust methods (preferably as part of a university research/evaluation team).
- Experience in undertaking mixed methods research.
- Skilled in qualitative data collection and analytical methods.
- Understanding of data quality issues and their implications.
- Skilled in writing up research findings (to academic journal publication standard).
- Experience of supporting key projects and delivering successful outcomes efficiently and effectively.
- Experience of supporting insight and research projects of a public sector intervention.
- Experience in research and insight report writing.
- Understanding of local government and the broader public sector.
- Awareness of data collection issues and how to minimise poor quality data.
- Understanding of information governance issues and requirements.
- Good basic understanding of epidemiology and statistics.
- Skilled in quantitative data collection and analytical methods.
- Advanced specialist knowledge of using Microsoft Excel to analyse 'raw' data using pivot tables and formulas.
- Knowledge of behavioural science and behaviour change techniques.
- Politically astute.

## DESIRABLE KNOWLEDGE, EXPERIENCE AND SKILLS

Evidence of formal research skills training (quantitative methods).

Experience of using insight/intelligence to improve organisational performance or to make recommendations.

Be able to travel to various locations across the borough.

## ADDITIONAL INFORMATION

The postholder must be able to travel across the borough



Able to work outside traditional hours, of a weekend and evening as required, adopting an agile working approach in response to business requirements.

**DATE OF APPROVAL: 14.12.2021**

**APPROVED BY: NICOLA JONES – SENIOR PUBLIC HEALTH MANAGER – WIDER DETERMINANTS OF HEALTH.**

