

# Research manager satisfaction

## Role Brief

<b>Directorate</b>	Marketing & communications
<b>Base location</b>	Bristol, Harwell, London and Manchester
<b>Grade</b>	C 16
<b>Date</b>	September 2016
<b>Reports to</b>	Head of research
<b>Responsible for</b>	n/a

## 1. Background

Jisc is the UK higher, further education and skills sectors' not-for-profit organisation for digital services and solutions.

We:

- Operate shared digital infrastructure and services
- Negotiate sector-wide deals with IT vendors and commercial publishers, and
- Provide trusted advice and practical assistance for universities, colleges and learning providers

This role sits in in the marketing & communications directorate and reports to the director Jisc Group Insight who holds the formal reporting line.

The newly established function, insight, helps Jisc listen and respond to members by taking a 'member-led' approach.

Insight shapes Jisc's understanding of membership by profiling across sectors, member types and audiences. We listen to our members carefully, tracking across a range of engagement and service delivery mechanisms.

We contribute to Jisc's decision making by championing the 'member voice', by providing reports on satisfaction and determining the shape of the member experience more generally.

Finally, we help Jisc respond to the insights of members by supporting improvements and enhancements to Jisc's activities, ensuring we meet member experience targets.

## 2. Purpose and Scope

The research manager will drive demonstrable improvements in the member experience.

The post-holder will join a new research team, enabling Jisc to listen to members via the full range of research mechanisms.

Improving member satisfaction is a strategic concern for Jisc. The post-holder will be expected to support efforts to introduce and sustain standard approaches to measuring and monitoring satisfaction.

The post-holder will be responsible for delivering significant elements of Jisc’s ‘listening strategy’ and for establishing standardised approaches to touchpoint surveys and delivering major reflective surveys with priority audiences.

In time, we aim to establish Jisc as a leading membership organisation, recognised as providing an outstanding member experience.

From the start, the post-holder will work closely with other member experience leads to ensure Jisc listens and responds to members, using their insights to evolve our approach and drive a demonstrable increase in member satisfaction.

### 3. Key Accountabilities and Role Outputs

Responsibilities will be expected to be developed and finalised over time and will include but will not be restricted to:

#### Understanding member experience across all touchpoints

- Working closely with the head of research to devise an approach to capture satisfaction at ‘point of delivery’
- Delivering satisfaction surveys across the full range of Jisc touchpoints, applying the highest industry research standards
- Conducting monthly analysis, proactively identifying any trends and opportunities

#### Understanding reflective member experience

- Working closely with the head of research to devise an approach to capture reflective views on satisfaction
- Delivering periodic satisfaction surveys to key audiences, applying the highest industry research standards
- Conducting monthly analysis, proactively identifying any trends and opportunities

#### Representing and reporting on satisfaction

- Supporting the head of research by providing internal expertise on satisfaction approaches
- Working closely with the head of research to devise a standard satisfaction reporting framework
- Maintaining an up to date view of Jisc’s member and audience satisfaction
- Contributing to member voice reports & quarterly insight reports

#### Improving member experience

- Works closely with the head of research to ensure Jisc listens and responds to members

### 4. Skills, Knowledge and Experience

	Essential	Desirable
<b>Qualifications</b>	Degree or equivalent	Relevant market research qualification  Project management qualification

<b>Experience</b>	<p>Experienced market researcher with specific experience of tracking satisfaction</p> <p>Proven ability to work proactively to support business objectives</p> <p>Ability to use data to inform and evidence analysis</p> <p>A track record of successful project management with a proven ability to deliver on time and within budget</p>	
<b>Knowledge</b>	<p>Demonstrable knowledge of the latest current market research industry techniques</p> <p>Knowledge of legal responsibilities in data handling</p>	<p>Appreciation and understanding of the work of Jisc</p>
<b>Skills</b>	<p>Excellent research skills, matched with a highly analytical approach</p> <p>Strong written and verbal communication skills, and able to produce impactful, short, simple and easy to read reports</p> <p>Ability to distil and communicate complex ideas simply</p> <p>Demonstrated effectiveness in face-to-face interactions</p>	

## 5. Key Contacts

### Internal

- Directors of marketing, communications & product and relevant teams
- Directors of sales and member relations
- Strategic support unit
- Other colleagues from across the Jisc Group

### External

- University and college (member) audiences at all levels
- Specialist suppliers and consultants

### IMPORTANT ADDITIONAL INFORMATION

The \*\*\* (line manager job title) will discuss all elements of the role brief with the appointee on appointment and after six months, recognising that some elements may need changing.

The above is provided for guidance, is not contractual, and is not an exhaustive list of all accountabilities that the post holder may have.