

Role title	Research and Insight Executive
Department	Communication and Insight
Reports to	Senior Research Manager
Line manager for	N/A
Location	Home based with occasional travel to meetings.

Vision and Mission

Vision

As the pioneering workplace and facilities management body, our vision is to drive change for the future. To be the trusted voice of a distinct profession recognised, beyond the built environment, for its ability to enable people to transform organisations and their performance.

Mission

We empower professionals to upskill and reach their potential for a rewarding, impactful career. We do this by advancing professional standards, offering guidance and training, developing new insights and sharing best practice.

The company has a strong culture based on our values

- *Confident and Bold*
- *Human and Inspiring*
- *Knowledgeable and InSync*
- *Active and Energetic*

Social Value

We are a Disability Confident employer, Investor in People accredited, Living Wage employer, Good Business Charter employer. We offer charity days along with paid for social events and make efforts to reduce our impact on the planet.

Job Purpose

A key strand of IWFM's strategy is to develop the workplace and facilities management (FM) profession, to demonstrate its impact and to ensure that its contribution, including to business performance, is evidenced and recognised, both within the sector and beyond.

The function is focused on developing the research, information and insight that will support the professional development of individual practitioners and position IWFM as the go-to professional body for the FM profession and a trusted voice on workplace and facilities management matters.

This role exists to project manage and support the development and delivery of IWFM's research, insight and information activities, including insight partnership projects with third parties; and to help shape and target its voice working constructively and collaboratively with internal and external stakeholders.

Key Accountabilities

- Project manage the development and delivery of quantitative and qualitative research and information projects to advance IWFM's insight programme, supporting the Senior Research Manager.
- Source and evaluate information and insights on the market and on stakeholders to support strategic partnership engagement, business development and marketing activity.
- Create material to support the Institute's strategic engagement programme (e.g., Government, business leaders, media) on topics where IWFM wants to engage.
- Develop information and guidance resources for members and other customer segments to enhance IWFM's professional development and strategic partnerships offering.
- Lead on content sourcing and development, including via:
 - Engagement with Special Interest Groups
 - Content partners and corporate partners
 - Professional bodies
 - Other relevant available resources.
- Extract and, as required, synthesise information and insights on priority interest areas from government and third parties to help shape policy and position development.
- Relevance and currency of Insight (policy and research) web pages.

Detail

- Support Senior Research Manager on insight and research projects including survey design, interviews and focus groups.
- Analyse and interpret information to produce recommendations and research papers/reports.
- Collect and disseminate case studies on interventions and best practice
- Work closely with Marketing Communications team (Content Manager) to ensure knowledge flow externally is appropriate, timely and targeted.
- Develop and implement process flows and project management processes
- Manage research and insight budget effectively.
- Support the development of first-class best practice and content that supports existing members/customers and attracts new members/customers to the Institute.
- Support wider functions in the Institute to optimise insight for commercial growth, including the Institute's volunteer expert community.
- Manage outsourced contracted suppliers and relevant partners, including information services with third parties.
- Perform any other reasonable duties as requested efficiently and effectively.
- NB: Occasionally the role may require UK travel and attendance at evening events

Reporting

- Monitor and evaluate operational aspects as required.
- Contribute to reporting to the IWFM Executive and Board
- Provide financial status of the function as required.

We are looking for the following person:

Technical competence:

- Proven record in developing and delivering a high-quality research program/information/content.
- Expertise and knowledge of research methodologies, and best practice.

- Proficient in Microsoft Office suite (in particular excel), SNAP, wider survey tools and CRM.
- An ability to inform and inspire both expert and non-technical audiences, verbally and through written materials.
- Curious and motivated to understand and support a fascinating profession.

Behaviours:

- Corporate citizen. Puts the needs of IWFM Team first.
- Self-driven, results-oriented with a positive outlook, and a clear focus on quality.
- A natural forward planner who critically assesses own performance.
- Mature, credible, and comfortable in dealing with senior executives.
- Reliable, responsible, tolerant, and determined.
- Empathic communicator, able to see things from the other person's point of view.
- Innovative thinker, creative by nature and willing contributor.
- Energetic approach and a can-do attitude, inspiring others