

## Job description

### Role details

Role title	Senior Research Manager
Department	Communication and Insight
Reports to	Head of Policy and Research
Line manager for	Research Executive
Location	Home based with occasional travel to meetings

### Purpose, Vision and Mission

#### Purpose

We exist because workplace and facilities management transforms organisations and enhances experience.

#### Vision

Where every workplace delivers.

#### Mission

We empower and enable workplace and facilities professionals to expand their potential and have rewarding, impactful careers. We are a business enabler. Together we optimise the profession's impact.

### The company has a strong culture based on our values

- Confident and bold
- Human and inspiring
- Knowledgeable and in sync
- Active and energetic

### Social value

We are a Disability Confident, Investor in People accredited and Accredited Living Wage 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 Research 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 define, develop and deliver the Institute's research, insight and information activities working constructively and collaboratively with internal and external stakeholders. You will oversee a wide range of independent research outputs, including flagship benchmarking and topical report, good practice guides, guidance notes, partnered research reports. And you will be a key contributor and facilitator in the range of forums that inform and disseminate research including meetings, webinars, conferences and roundtables. It will have line management responsibility for one research executive.

This is a great opportunity to use your research skills to support the success of a really important sector, which accounts for about 1.2 million jobs, or almost 4% of all employment in the UK. You will help the profession to understand and navigate significant challenges and opportunities in the market, and your efforts will be immensely appreciated by our membership.

## **Key Accountabilities**

- Design, prioritise and implement IWFM's research and insight programme.
- Develop 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 the research function, Insight Partnerships, outsourced contracted suppliers and relevant Partners, including information services with third parties.

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## **Design and implement IWFM's industry research and insight programme.**

- Identify key areas of investigation that support IWFM's strategic agenda and design appropriate projects to deliver thought leadership and best practice.
- Project manage the Institute's research programmes, with internal teams and third-party partners (including Insight Partners), to a high quality.

- Articulate the insight that forms the foundation for our policy agenda and create material to support senior engagement with key audiences (e.g., Government, media) on topics where IWFM has a policy and position.
- Collaborate with the marketing communications team to optimise the publication of insight and knowledge products, including original research.
- Engage with professional and sector expertise to create the insight that sits at the heart of the research projects, including our Special Interest Groups.

**Develop first-class best practice and content that supports existing members/customers and attracts potential members/customers to the Institute.**

- Oversee the process for identifying and commissioning best practice materials including relevant quality assurance.
- Manage communities of contributors that support IWFM in the creation of specialist material.
- Collaborate internally to support business activity with quality, original content.
- Manage the relationship with partners who supply content services to the Institute's members.
- Seek opportunities with existing and potential suppliers and corporate partners and to advance the Institute's corporate objectives, including commercial opportunities for insight creation.
- Personally create or oversee original content for the profession.

**Support wider functions in the Institute to optimise insight for business growth**

- Build and develop strong relationships across the Institute, including with volunteers, including those in our Special Interest Groups, who are a key driver for our insight and content development.
- Provide expert input into the work of others in respect of specific policy areas.
- Input into other research projects conducted by other teams within IWFM.
- Input into the development and communication of IWFM policy on key topics affecting the FM profession.

**Management of the Research Function outsourced contracted suppliers and relevant partners, including information services with third parties**

- Manage the team and maximise its contribution to Institute objectives and values.
- Manage Insight Partnership relationships to achieve outcomes and objectives and towards re-investment into IWFM Insight projects.
- Contract manage and optimise suppliers providing outsourced product / service.

We are looking for the following person:

**Technical competence:**

- Proven record in leading, developing and delivering a high-quality research program/information/content.
- Expertise and knowledge of research methodologies (quantitative and qualitative), and best practice demonstrated by a publication record.
- Experience in writing or editing a range of different research outputs.

- An ability to inform and inspire both expert and non-technical audiences, verbally and through written materials.
- Experience of building and leading successful multi-disciplinary research collaborations.
- Excellence in line management with exceptional people skills.
- Stakeholder engagement, partner and supply chain management.
- Commercially astute.

**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.
- Close collaborator with key stakeholders.
- 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, including for change and continuous improvement.
- Energetic approach and a can-do attitude, inspiring others