

## JOB DESCRIPTION

<b>Job title:</b>	<b>Insight and Evaluation Manager</b>
<b>Salary range:</b>	<b>£43,486 - £48,681 per annum (including London weighting) or £ 39,286 - £ 44,481 per annum (excluding London weighting)</b>
<b>Reporting to:</b>	<b>Head of Digital and Data</b>
<b>Management responsibility:</b>	<b>Yes</b>
<b>Location:</b>	<b>Flexible</b>
<b>Budget responsibility:</b>	<b>Yes</b>
<b>Hours:</b>	<b>35 per week over 5 days</b>
<b>Contract:</b>	<b>Permanent</b>

## MAIN PURPOSE OF JOB:

As the Insight and Evaluation Manager, you will lead the development and implementation of monitoring and evaluation frameworks across the organisation. Your role will be pivotal in providing actionable insights to support campaigning, fundraising, marketing, communications, and project monitoring and evaluation. You will:

- **Lead, design, manage, and undertake high-quality monitoring and evaluation** of all projects, campaigns, and activities.
- **Develop and enhance internal impact practices and systems** to ensure robust evidence collection and analysis.
- **Provide strategic insights** to support policy, campaigns, fundraising, marketing, and communications efforts.
- **Collaborate with various teams** to ensure data-driven decision-making and continuous improvement.
- **Support the case for our work** through high-quality funding bids, project modelling, and economic forecasting.

## MAIN DUTIES AND RESPONSIBILITIES:

### **Monitoring and evaluation:**

- **Design and implement comprehensive monitoring and evaluation frameworks** for projects, campaigns, and activities, including theories of change, data collection tools, and reporting mechanisms.

- **Establish and maintain effective monitoring systems** for storing and reporting project data, ensuring compliance with data protection regulations.
- **Conduct regular data analysis and reporting** to provide meaningful insights and evidence for internal strategies and partner/funder requirements.
- **Commission and manage external evaluations and research** to enhance the quality and credibility of our impact assessments.

#### **Insights Generation:**

- **Develop and deliver actionable insights** to support the organisation's campaigning, fundraising, marketing, and communications strategies.
- **Collaborate with the Development team** to create compelling evidence-based funding bids and project designs.
- **Utilise data and evidence** to advocate for greater support and investment in our initiatives.
- **Monitor and analyse external research and trends** to inform policy, campaign and fundraising strategies ensuring our arguments are well-supported and realistic.
- **Conduct project modelling and economic forecasting** using tools like the Department for Transport's Active Mode Appraisal Toolkit and Health Economic Assessment Tool (HEAT).
- **Provide ongoing impact analysis** of our government-funded projects, including Walk To School Outreach funded by Active Travel England.
- **Collaborate closely with analysts** in government departments to ensure data robustness and alignment with national frameworks and support the development of a tool to assess the child health benefits for our Walk To School Outreach initiative.

#### **Policy and Campaigns:**

- **Use internal and external evidence** to inform policy, communications, fundraising and campaign activities, collaborating with relevant teams to ensure well-backed-up arguments.
- **Build effective relationships** with stakeholders to enhance the profile of our work and leverage monitoring and evaluation activities to further our cause.

#### **Internal Impact Practice:**

- **Foster a culture of effective impact practice** within the organisation, developing systems and resources to measure, demonstrate, and learn from our work.
- **Identify and implement improvements** in evaluation methods, data collection tools, and reporting processes to enhance efficiency and data quality.
- **Provide training and support** to staff on monitoring and evaluation practices, ensuring consistent and accurate data collection and analysis

## **OTHER DUTIES:**

- Contribute actively to the Local Impact department and attend team and department meetings.
- Represent the organisation in relevant impact, evaluation, research, and policy arenas.
- Champion the organisation's brand and strategic objectives at public-facing events and to external audiences.
- Support internal communications and mentoring to foster a collaborative and effective working environment.
- Ensure our equal opportunities policy is understood and implemented at all levels.
- Lead by example and ensure that the team works effectively and collaboratively.
- Contribute to the management of the organisation and be an active contributor to internal communications.
- Deputise for your line manager in their absence.
- Reasonable occasional out of office hours work will be required, alongside regular travel within the UK.
- Undertake other duties from time to time, as requested by the department Director or the Chief Executive.

## PERSON SPECIFICATION

**Applicants must be able to demonstrate:**

<b>Essential Criteria</b>	<b>From application (✓)</b>	<b>At interview (✓)</b>
<b>Experience</b>		
Significant experience Leading, designing, and delivering organisation-wide monitoring and evaluation frameworks	✓	✓
Managing, undertaking, and reporting on behaviour change evaluation	✓	✓
Commissioning and managing external evaluation and research	✓	✓
Significant experience of generating strategic insights to inform campaigns, policy, and marketing	✓	✓
Strong methodological skills in quantitative and qualitative research, including data cleaning, coding, and analysis	✓	✓
Using monitoring and evaluation to influence systems, partners, and impact culture	✓	✓
<b>Knowledge and skills</b>		
Demonstrably excellent written and verbal communication for varied audiences	✓	✓
Demonstrably high-level numeracy and proficiency in analytical software (e.g., Excel, Power BI, statistical tools)	✓	✓
Strong methodological skills in quantitative and qualitative research, including data cleaning, coding, and analysis	✓	✓
Knowledge of economic appraisal and modelling techniques (e.g., DfT TAG, HEAT)	✓	
Project management skills, including delivery within timelines and budgets	✓	
Demonstrable understanding of ethical data management and GDPR compliance	✓	
<b>Personal</b>		
Demonstrable ability to collaborate cross-functionally and communicate data in accessible ways		✓
Willingness to a flexible approach to work, including occasional travel and out-of-hours commitments		✓
Demonstrable commitment to Equality, Diversity, and Inclusion in practice		✓
Demonstrable understanding of and alignment with Living Streets' mission and campaigns		✓

Demonstrably proactive, solution-focused and improvement-driven mindset		✓
<b>Desirable Criteria</b>		
Experience supporting organisational impact practice and fostering a learning culture		✓
Experience with policy development or campaigns in a not-for-profit or advocacy environment		✓
Familiarity with behaviour change theory and Active Travel policy		✓
Experience conducting economic forecasting and impact modelling		✓
Knowledge of the Department for Transport's Active Mode Appraisal Toolkit and HEAT tools		✓
Proficiency with Excel Power Query or other advanced data tools		✓