

Job Description

Insights Officer

Length of contract: Permanent

Salary: £24,000 plus contributory pension 3% - 5%

Responsible to: Head of Communities

Responsible for: N/A

Working with: HACT Insight user community / HACT EMT/ Leadership Team, Consultants, Partners, Clients, Suppliers

The Insights Officer will be a key member of the HACT Team, focusing on the delivery of our Insight tools. This post will suit a candidate with enthusiasm for understanding how Insight data and information can help users improve processes, inform decisions, and facilitate conversations across their businesses.

HACT has two Insight tools. [Community Insight](#) is an open data mapping tool that allows subscribers to upload postcodes and heatmap them against over 800 open data indicators. Subscribers are mainly housing providers, but also other registered providers and community and voluntary sector organisations. [Value Insight](#) is a tool that enables users to plan, measure and report against their social value outcomes, using the Wellbeing Valuation methodology.

The role is squarely focused on supporting HACT's Insight user community to build expertise, knowledge and the practical application of Insight products to support and develop effective client services, helping subscribers optimise the use of Insight products, ultimately enabling them to deliver on their social purpose.

The role encompasses three main areas.

Firstly, the key focus of this role is to build and nurture the HACT Insight user community, optimising the use of HACT's Insight tools, and exploring and curating opportunities for user collaboration. The

Insight Officer will also support the Head of Communities and the Head of Social Impact in the delivery of consultancy and training.

Secondly, the postholder will be responsible for day-to-day customer relationship management and administration of the tools (including scheduling demonstrations of tools, account creation and account maintenance). In this capacity, the Insight Officer will monitor usage data and convert these outputs into operational practical application.

Thirdly, to embed and develop these objectives, the Insight Officer will support the Head of Communities and the Head of Social Impact in delivering against agreed strategic aims to retain existing clients and to reach new potential clients.

The successful candidate will be able to evidence skills in these areas and will possess strong interpersonal skills, demonstrate an aptitude for forging individual and collective user relations to drive user community engagement and provide close support to new and existing customers.

Both tools were created in collaboration with the Oxford Consultants for Social Inclusion (OCSI). The post holder will closely support the Head of Communities and the Executive Team to support and maintain the ongoing relationship with OCSI.

This role requires energy, intelligence and enthusiasm. In addition to the core person specification and skills, we are looking for a driven candidate to grab this opportunity with both hands and meet the challenges faced in our sector with an ambitious attitude and an adaptable approach.

If you want to use your powers for good and help shape the next chapter of social change, then we want to hear from you – apply today!

About HACT

HACT is an innovation agency that provides futures-oriented solutions, projects and products for UK housing. HACT delivers thought leadership and drives new ideas for business transformation through our platform of projects, products, research, impact measurement and data analytics, as well as through our engagement with other sectors and our work on digital transformation. We work alongside housing providers to drive change within their own businesses. We work with organisations outside of housing to broker new relationships and opportunities that support innovation and transformation. HACT helps housing providers ensure that their businesses remain successful by researching ways to work smarter and more efficiently. We are a small team and the Insights Officer will work extensively with all other areas of the business.

Responsibilities

Be the main point of contact for queries on HACT's Insight Tools and liaise with housing providers and other clients interested in these tools.

Design and deliver collaborative user sessions to housing providers and other clients.

Support the delivery of training, consultancy and demonstration of the Insight tools, gathering data on sales and usage of the tools.

Arrange both on-site and remote demonstrations of the Insight tools, ensuring these are timely and well-organised.

Work with the current user group to identify future needs and communicate the development pipeline clearly to users, including developing use cases and the potential value of new features.

Support the Head of Communities and the Head of Social Impact to build on existing partnerships to collaboratively develop existing and new tools, products and services.

Work closely with the Head of Social Impact to ensure robust and consistent application of the Wellbeing Valuation methodology within Value Insight.

Represent HACT's work more broadly, building sector-wide understanding and use of HACT's products, services and projects at major housing conferences and other events.

Person specification

- Experience developing, maintaining and managing a user/client base, including monitoring and measuring client and usage data.
- Experience in a role involving the development of a product, projects and/or processes.
- Experience in sales of products or services, with a focus on B2B sales desirable.
- Experience developing and managing projects with multiple delivery partners and stakeholders.
- Ability to engage, communicate and build relationships with a wide range of stakeholders, including at very senior levels in clients' organisations.
- Strong presentation and communication skills.
- Strong interpersonal skills and a clear understanding of the challenges of building and retaining a commercial customer base.
- Expertise and agility to respond to queries, often under time pressure.
- Strong commercial acumen, with the ability to independently spot emerging opportunities and build the partnerships necessary to deliver them.
- An enthusiasm to work at the cutting edge of new thinking and the ability to be flexible, adaptable and to thrive on the challenge of developing new services.

- Ability to work autonomously to drive programmes of work.
- Excellent time management and agile working skills.
- Experienced in using new media as a vehicle for building awareness and generating engagement.
- Entrepreneurial and a fast learner.
- Confident in Microsoft Office.
- Able to travel across the UK regularly.
- Experience developing and delivering training and/or consultancy would be advantageous, but is not essential.