

Role profile

Role title	Market insight & product analysis manager
Department and directorate	Membership, Member Relations
Grade	4
Reports to (job title)	Head of Membership
Direct reports (job titles)	N/A

Job Overview– purpose of the role

Describe as concisely as possible the overall purpose of the job and what success looks like. Please limit this to a maximum of four or five sentences

The core focus of this role is to lead all market research activity, ensuring that the BMA’s decision-making is informed by the best available and appropriate level of evidence. The post holder will lead the development of a central insight function.

Duties and Responsibilities

What are the core duties/responsibilities required to be performed in the role. (e.g., to provide a full range of administrative support services to the department including x,y,z)

Please provide a bullet point list

The core focus of this role is to lead all market research activity, ensuring that the BMA’s decision-making is informed by the best available and appropriate level of evidence. The post holder will lead the development of a central insight function.

- Main role responsibilities:
- Create a central insight hub that will collect, collate, extract and share valuable insight to inform strategic membership growth activities, support business decisions, improve audience engagement, and shape the BMA’s membership offering.
 - Define and lead the creation and execution of an integrated insight strategy to actively provide a comprehensive view of membership segments.
 - Ensure insights produced within the BMA are captured and stored on an up-to-date accessible platform.
 - Be the first and central point of contact for market research by overseeing all market research activity happening within the BMA, advise on the technical aspects of it and ensure results are shared with the relevant departments and actioned.
 - Manage all aspects of primary research (both qualitative and quantitative), including partnering with key stakeholders to identify needs, frame problems, design research methodologies, and implement high-quality methodical data collection.
 - Deliver compelling insight-related presentations to colleagues, senior leaders, elected members and, when required, external parties.

Duties and Responsibilities

- Map and identify all sources of insight. Translate in-depth data analysis and research findings into exhaustive and condensed briefs on membership segments and trends, generate research-backed recommendations, and lead conversations from insight into action.
- Align and collaborate with all research and data functions within the BMA to ensure that relevant data is interpreted, analysed, and integrated decision-making.
- Extend collaborations within the association.
- Identify suppliers and draft all documentation requested to inform the procurement process.
- Lead the planning and execution of internal communication activities related to market research and insight.
- Oversee third-party suppliers of market research, from the tendering process to the delivery of projects to the agreed standard.
- Train and guide colleagues carrying out market research, where applicable.
- Conduct, where necessary, field quantitative and qualitative research activities and perform complex, in-depth data analysis to support/respond to requests for insight.
- Represent the BMA at external membership recruitment and retention events and actively recruit new members, where required.
- Build and maintain relationships with suppliers/agencies, key industry bodies and networks across the sector.

Skill (level and breadth of application)

What relevant experience is necessary to undertake this role? What specialist, technical or professional qualifications are required to be able to perform the job?

How far does the role extend out across the organisation, eg confined to own team, involves co-ordination with another department or requires regular negotiation with many other parts of the organisation. Why is this necessary? Describe the range of issues that are involved in this, eg resolving people's IT problems, collecting information on key research items or advising members on a particular issue.

- Expert in the field of market research activities.
- Expertise in qualitative and quantitative research methodologies, data analytics and visualisation.
- Able to integrate different research methodologies and translate complex data analysis and research results into actionable insight that highlights new opportunities, informs the association's strategy and membership growth.
- Expert in presenting data-driven and insight-based stories and recommendations.
- Able to integrate different research methodologies and translate complex data analysis and research results into succinct, clear, actionable insight.
- Substantial experience in commissioning high-quality, high-value research.
- Must be able to collaborate with and manage stakeholders at all levels of seniority, as well as involve grassroots and elected members (and non) in research activities.
- Strategic thinker equipped with business and commercial acumen while able to deeply empathise with the daily struggles faced by the medical profession.
- Excellent and effective influencing and negotiating skills with proven success in building productive professional relationships and partnerships.
 - Senior management level experience in programme and project management. Strong decision-making skills, able to work with full autonomy, under pressure and with very limited resources.
- Self-starter who understands how to deal with ambiguity and changing priorities effectively

Skill (level and breadth of application)

- Strong problem-solving skills, including thinking creatively to resolve issues
- High degree of flexibility and adaptability.
- Strong organisational skills including the ability to manage and prioritise multiple tasks
- Excellent communication skills
- Excellent interpersonal skills, especially collaboration, leadership and influencing in market research.
- Strong management and people skills.
- Good attention to detail and driven to produce high quality work

Intellectual demands (complexity and challenge)

What sorts of problems, situations or issues are typically dealt with? Give any illustrative examples. How are the problems, situations or issues dealt with (eg undertaking original research and analysis or seeking specialist advice)?

To what extent are standard procedures and processes followed when undertaking typical tasks, and how is personal initiative used when solving problems? To what extent is creativity used in solving the problems (eg adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).

- Solely responsible for market research programmes within the organisation with limited additional resources.
- Responsible for exploring innovative market research technical solutions and proposing them to the association.
- Identifying insight gaps, taking the initiative to propose new research projects relevant to membership growth and optimisation of efforts.
- Analysing and interpreting complex data sets and integrating information from multiple sources to produce coherent and comprehensive insight summaries.
- Identifying market opportunities, formulating commercially viable recommendations and highlighting areas where improvement is needed.
- Collating and tailoring results and insights presentations so that they are useful to audiences of varying seniority from various teams.
- Quickly find innovative solutions for problems when and where they arise, overcome barriers, and tap into internal resources creatively.
- Working in full autonomy while implementing senior directives and closely collaborating with other functions within the BMA.
- Continually challenging, reviewing and evaluating how things are done.
- Working with internal and external suppliers to deliver research projects.

Judgement (independence and level and impact limitations)

What are the typical decisions that are made in the job without reference to any higher authority? What informs/constrains the decisions (eg expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (eg giving advice to others)?

Who (or what) is next to be affected by the decisions that are made – for example, supervisor sees them before they leave the team or the whole department sees and has to respond to the change that is made. Give typical example(s) of the consequences of the decisions (eg what impact does the decision-making have on the performance of the team/section/department/organisation)?

- The role holder leads all market research activities and makes technical decisions with full autonomy.
- The role holder independently manages research from start to finish.
- The role holder champions innovation in the field of market research and insight.
- The role holder is able to interpret and action strategy in relation to assigned projects.
- The role holder will provide expert advice to those carrying out market research within the BMA.
- The work of the role holder would impact most of the BMA departments and shape activities aiming at improving the members' perception of the BMA and increasing the market share.
- Ability to influence across the entire organisation and beyond to achieve success in deriving insight
- Works on multiple projects at once and balance varied and sometimes competing priorities.
- Reports to and is accountable to the head of membership and is responsible for keeping them and other key stakeholders informed of the status of projects, flagging risks and issues in a timely manner.

Use of resources (supervision of resources and influence)

What responsibility is there for managing people, equipment, budgets, resources, customer's welfare or confidential information? If this is a staff management role describe what is involved, eg staff reporting, staff development, appraisal, leading a department or the allocation of work.

How does the role fit within the organisation, eg support role, team member, team leader, specialist policy adviser, or leading major areas of core business?

- Inform the work of a large proportion of BMA staff either directly or indirectly.
- Influencing others to bring about change, without creating conflict.
- The role holder may have autonomy over the agreed budget spend for specific projects.
- Sets operational objectives and targets for others to deliver against.
- This is a key role within a membership organisation and as such has direct access to confidential membership data.

Communication (level, internal and external demands and significance)

*What people are typically contacted (regardless of the medium) **inside** the Association, eg immediate colleagues, senior managers or administrators? Committee members are the only members classed as internal communication. Normal non-committee membership and doctors are external (see below)*

*Who is in regularly contact with the role holder **outside** of the Association, eg members who are not committee members, suppliers, members of the public? Approximately what percentage of the time is spent on external communications?*

What is the purpose of these contacts, eg conveying information, gathering data?

Communication (level, internal and external demands and significance)

- Required to work with relevant stakeholders from across the association, including staff and elected members at all levels, from chief executives to admin grades.
- Internal and external suppliers of research and marketing services.
- Opposite numbers in other medical and professional organisations.
- Existing members and non/former members.

Physical demands & coordination (physical effort and mental strain)

Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration?

- Normal co-ordination or physical demands associated with an office environment, limited requirement to engage in lifting/carrying/other exertion.
- Regular use of digital business management tools such as the BMA BI Portal leading to extensive VDU use.
- Willingness to carry, assemble, strike and pack display equipment, promotional incentives and marketing collateral during recruitment events and exhibitions.
- Occasional extended periods of standing at recruitment events, careers fairs and exhibitions.

Working conditions and emotional demands)

What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these?

- The job is conducted in a normal office environment and is not exposed to hazardous conditions or anti-social behaviour. The role contains minimal personal risk.
- Recruitment events require occasional evening and weekend work, with some early starts and late finishes.
- Role requires occasional overnight stays and some public speaking and presentations.

Values and behaviours

The post-holder is expected to execute their role in line with our four organisational values.

The following examples illustrate how we are using our values to inform how we act:

We Campaign, Organise and Represent

- We win positive changes at work and in wider society
- We are the trusted collective voice of our profession, seeking progress for doctors, medical students, our patients and populations

We are accountable and member-led

- Our representatives and staff work in partnership for and on behalf of our members
- We are open and democratic

We are expert and trusted

- We grow professional communities of practice to provide credible information, guidance and support
- We use our influence to champion advancement, innovation and professional development for the benefit of health and society

We find strength in unity and celebrate our diversity

- We seek to be fair and just, and foster respectful discussion of our differing (potentially conflicting) perspectives and contributions
- We fight prejudice and discrimination of all kinds
- We are committed to creating a culture that is inclusive of all members and staff
- We extend solidarity to each other and other groups

Sign-off	
Manager:	Date:
Role holder:	Date: