

Raystede Centre for Animal Welfare



RAYSTEDE
GIVING ANIMALS A BETTER LIFE

Job Description

Job Title:	Research and Insights Officer
Responsible to:	Head of Prevention and Education
Location:	Raystede Centre for Animal Welfare
Grade:	E

Background information

Raystede Centre for Animal Welfare, established in 1952, is a charity that aims to give animals a better life through rehoming, rehabilitation and sanctuary, and give people the support and knowledge they need to treat animals with care and respect. We care for more than 400 animals every day, including cats, horses, dogs, rabbits, hens and exotic birds. We help most of the animals find new homes but also provide life-long sanctuary for those animals that cannot be rehomed. Our beautiful 43 acre site is open for visitors to get a unique glimpse into a working animal welfare centre.

Animals are at the heart of everything we do but we could not care for them without our expert and dedicated team of staff and volunteers. Surrounded by animals, lakes, trees and fields with a café, shops, parking and many other benefits, Raystede is an uplifting and rewarding place to work.

The Prevention and Education team is led by the Head of Prevention and Education and consists of a team of community, on-site and digital-focused education officers. The team is responsible for delivering a varied programme of educational activities, both interpersonally through events and community work, to a range of audiences and through content creation such as signage, information leaflets and online resources. The department is directed by the Prevention and Education strategic goals of promoting good welfare and preventing poor welfare for animals.

Main Purpose of the role:

- To apply various research methods to research animal welfare issues and ensure the organisation and public audiences are informed. The research will be used by the job holder and others in the organisation to promote good welfare for animals and inform new project directions.

Key Tasks

- Conducting literature reviews when directed
- Assisting with the drafting of project proposals by undertaking and presenting research and/or insights projects as directed
- Setting up and undertaking qualitative research such as interviews, online or by phone
- Carrying out mystery shopper tasks by phone or in person, particularly within the 'pet business' sector i.e. vets and pet shops to help inform research conclusions.

- Presenting research and insights findings in written reports and via online or in-person presentations.
- Undertaking quantitative research through the collection and analysis of data via our monitoring and evaluation systems.
- Supporting in day-to-day education program activity such as attending meetings
- Attending conferences and online meetings on behalf of Raystede and reporting back on insights gained.
- Working closely with the Marketing Team to:
 - Create final-proof copy and imagery for content such as articles, blogs, leaflets, posters, social media posts, signs and web pages to support Prevention and Education goals.
 - Plan internal communications to ensure staff and volunteers are able to keep up to date on Raystede animal-related situations
 - Assist with increasing engagement across all social media platforms, including the sourcing of related articles and news stories, to share across relevant channels.
 - Editing tour or talk scripts to ensure they are up to date and factually correct. In some cases communicating with external representatives to ensure the accuracy of external messaging.
- Sharing key research reports such as the PSDA PAW report and other animal welfare charity annual publications and presenting key relevant findings to all staff.
- Researching and presenting evidence to support campaigns, projects, and strategic directions
- Working independently to create briefs and working with others to carry out research projects and inform the organisation on key issues
- Identifying areas of need for research or insights and taking self-motivated approach to providing the organisation with what it needs.
- Liaison with and management of relationships with suppliers and volunteers
- Contributing to the strategic direction of the Charity by supporting and scoping new activities as directed by the Prevention and Education strategy and the overall organisational strategy

General

- a. At all times ensure and maintain a compassionate, professional and efficient public image for the charity.
- b. Participate in supervision, appraisal, and learning and development and take personal responsibility for maintaining the knowledge and skills required for the role.
- c. Take responsibility for ensuring own health and safety and that of others who may be affected by your acts and omissions. Report any health and safety risks to your manager.
- d. Work within the policy framework of Raystede Animal Centre and adhere to the terms laid out in the employee handbook.

Key Working Relationships

On-site and off-site based Prevention and Education colleagues.

Colleagues in other departments, in particular Marketing and Animal Welfare.

Collation and sharing of accurate information.

Ensuring permissions and sign off obtained.

Scope and Accountability

Decision making and limits of authority	<ul style="list-style-type: none"> • Ability to produce and present reliable research • Planning and prioritising own work • Ensure sign off from Head of Prevention and Education, Head of Marketing, Head of Animal Welfare and in some cases the CEO • Working within Brand Guidelines and organisational narrative
Financial resources	<ul style="list-style-type: none"> • Planning and management of allocated research budget
Material assets	<ul style="list-style-type: none"> • Laptop
Information and communication resources	<ul style="list-style-type: none"> • Maintain research library • Create and maintain factually accurate records • Maintain photography and video library • Maintain media consent information and records • Maintain a library of data analysis collected for Monitoring and Evaluation purposes
People management	<ul style="list-style-type: none"> • Relevant volunteers
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> • Maintain system of media consents in line with data protection requirements. • Ensure GDPR guidelines and policies are adhered to in the case of gaining testimonials and other personal data

Person Specification

	Essential	Desirable
Education and Qualifications	<ul style="list-style-type: none"> • Degree level or equivalent in a related subject eg social science with a proven track record of using academic research techniques • Understanding of statistical analysis and when and how to apply such methods. • Full driving licence 	<ul style="list-style-type: none"> • Masters level degree in a related subject • Qualified in data analysis tools • Track record of publishing or contributing to published academic papers
Knowledge and Experience	<ul style="list-style-type: none"> • Application of research techniques, with an extensive proven record of application • Animal Welfare • Proofreading • Survey tools such as Survey Monkey • Influence/Advocacy/Education - proven successful persuasive writing methods • Writing Briefing documents 	<ul style="list-style-type: none"> • Experience in working with Power BI • Experience in an animal welfare charity environment • Understanding of Theory of Change and/or Human Behaviour Change for Life (HBCL) • Experience working for an animal welfare or other charity • Copywriting • Project management • Budget management •
Key Skills and Abilities	<ul style="list-style-type: none"> • Good communication skills (written and oral) • Ability to take complex concepts and present them coherently 	

	<ul style="list-style-type: none"> • Excellent attention to detail, in particular, analysis and copy • Ability to manage personal deadlines and prioritise a demanding workload. • Ability to make decisions when dealing with conflicting demands. • Ability to manage relationships with diplomacy and tact • Team player, willing to muck in, and able to work within a diverse team and build good working relationships • Analytical • Numerate • Use of data collection techniques • Project management • Compelling, persuasive writing • Ability to apply quantitative and qualitative data collection methods including planning, collecting, analysing and evaluating. 	
Personal Attributes	<ul style="list-style-type: none"> • Commitment to equality, diversity, and inclusion and understanding of how it applies to own role • Empathy and interest in animals and their welfare • Communication – education/animal welfare advocacy – speaking for change – passionate, driven • Highly self-motivated 	
Other	<ul style="list-style-type: none"> • Own vehicle or access to one due to the remote nature of the site. Driving licence • Weekend and evenings essential. 	