



BRITISH ROWING

# Job Description

Head of Insight and Strategy

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<b>Job Title</b>	Head of Insight and Strategy
<b>Reports to</b>	Director of Rowing Community & Strategy
<b>Directorate</b>	Rowing Community & Strategy
<b>Location</b>	British Rowing Headquarters, Hammersmith, London

## Overview

British Rowing is the national governing body for the sport of rowing and the GB Rowing Team. Our mission is to lead, enable and inspire excellence in rowing at all levels. Our vision, through rowing, is to promote the positive impact of sport by providing an enjoyable experience for all participants while upholding our position as a leading rowing nation.

## Job Purpose

To support high quality insight led decision making, effective strategy and project management, as well robust programme monitoring and evaluation across the organisation.

You will play a critical role in overseeing the development and delivery of high quality research, insight and data analytics activity across our varied activities, whilst also shaping our strategic planning and project management processes.

## Responsibilities

- Lead responsibility for all insight activities, managing the effective development and delivery of a calendar of event, club, member and other ad hoc surveys, as well as other internal and externally delivered research activities.
- Design, plan and deliver primary research (quantitative and qualitative) as well as undertaking analysis and interpretation of secondary data from a broad range of sources. Draw actionable insight and conclusions from research and make recommendations. Identify key risks and growth opportunities. Present and communicate complex information in a clear and understandable way for a range of audiences both within and outside the organisation.
- Provide Project Management Office (PMO) support to key internal projects as required.
- Shape and support effective project management of cross-organisational strategy development and implementation activities.
- Ensure appropriate performance management systems are implemented where necessary, including monthly reporting and manage cross-organisational reporting for Sport England (and UK Sport where appropriate) as well as other externally funded programmes.
- Lead on the development of a new social impact monitoring and evaluation system across British Rowing activities.
- Contribute to continued engagement with other key internal and external stakeholders on their research requirements and respond to requests for information (e.g. British Rowing staff members, volunteers, committees, Sport England, media/press).
- Oversee/ support programme monitoring and evaluation activities for Love Rowing, British Rowing's Charitable Foundation.
- Day-to-day line management of one Data Analyst, helping them to manage their workload and supporting their professional development.

- Oversee and manage the Data Analysts day to day work on our SAS Analytics (British Rowing Partner) supported data analytics projects. Current projects including Athlete Longitudinal Profiling, Ranking Points Index and National Data Analytics.
- Provide market intelligence to inform British Rowing decision making.

*This list is not to be regarded as exclusive or exhaustive, as there may be other reasonable duties and requirements associated with the post, which British Rowing may call upon the post-holder to perform from time to time.*

## Person Specification

Your background might vary from academic research right through to corporate consumer insight. Sports and/or rowing industry experience is highly desirable but not essential. Importantly, you will have a strong aptitude for data analysis, a passion for insight led decision making and the ability to juggle numerous priorities and projects, working with multiple teams.

### Essential:

- Relevant qualifications and at least five years' experience in insight, research and/or strategy roles.
- Competent in survey design and analysis as well as conducting qualitative interviews and focus groups.
- Good working knowledge of the latest online and offline research methodologies and tools.
- Track record of developing high quality research and strategy documents/ outputs.
- Project management experience.
- A strong team player with good inter-personal skills.
- Well organised with excellent attention to detail.
- Self-motivated, forward thinking, proactive and curious.
- Excellent English and report writing skills.
- Excellent statistical/ data analysis skills. Ability to interrogate and interpret data into meaningful outputs.
- Excellent aptitude for IT and proficiency in MS Office and other specialist database, survey and data analytics software including SQL, R, Python and visualisation software like Power BI, Tableau, or similar other tools (SAS Analytics Training will be provided).

### Desirable:

- Interest in and knowledge of rowing
- Experience of working for or with a sport governing body/ league/ brand or similar
- Experience of managing direct reports or a small team.

## Additional Information

Standard British Rowing working hours are 9:00 to 17:00 although flexibility will be required at busy times to ensure core objectives are achieved.



## **Equal Opportunities**

British Rowing is committed to equal opportunities for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.