

# Job Title: Senior Insight & Evaluation Officer

### **Grade:** C

### **Directorate: Engagement**

### Job Purpose

* To work with the Insight and Evaluation team to develop and deliver plans aimed at collating and sharing insights from internal and external stakeholders, gathering insights from providers and the public including, but not limited to, co-design activities, supporting the team to use these to influence CQC’s strategic thinking, actions and decisions so it focuses on the right things at the right time in the right way.
* Support the interpretation of the outputs of cross-engagement evaluation activity to describe the overall impact of CQC’s engagement and communications work.

### Accountabilities

* Contribute to Insight and Evaluation strategy development, playing a role in scoping, defining and setting objectives and plans which are designed to making sure we hear what internal and external stakeholders think, feel and do on a range of topics and include a range of co-design and co-production techniques. This includes the public, and people more likely to experience poor care and external organisations that represent them, along with provider and provider representative organisations and other external stakeholders. Use this insight to influence CQC’s strategic thinking, action and decisions.
* Work collaboratively with other Engagement teams on activities set out in engagement strategies and plans. This may include but is not limited to using engagement expertise to create and tailor content for different audiences and channels. This will include utilising a wide range of channels, organising stakeholder events or webinars to gather views, gathering evidence and monitoring KPI’s to support evaluation.
* Work with Insight and Evaluation colleagues and with other Engagement teams on the delivery of planned formal and informal external and internal engagement activities designed to gather insight that follow best practice. Build and maintain effective working relationships across the Engagement directorate, and ensure we engage stakeholders in a meaningful and accessible way.
* Deliver activity to gather and report on insight to inform our Independent Voice process, working closely with the Strategic Communications Priorities team where needed. Work closely with the Campaigns team to ensure these insights are influencing our campaign activity.
* Contribute to the development of influential insight products representing all audiences groups, and lead conversations with the wider organisation, working closely with the Strategic Communications Priorities team.
* Ensure the information we produce is simple, clear, concise and accessible to all and meets CQC's accessibility standards.
* Work effectively with Commercial colleagues to deliver small-medium scale contracts. This includes delivery of the full procurement cycle, including ongoing management of budgets, contracts, and supplier relations.
* Deliver effective budget management of small-medium scale projects and provide timely updates to the Insight & Evaluation team’s budget monitoring process for insight evaluation and spend, including budget forecasting.
* Promote and advise on use of the public engagement payments and reimbursement policy and monitor, audit, and report on use of the associated budget.
* Attend external stakeholder meetings with peers to represent CQC and to create and strengthen collaboration and partnerships in insight and evaluation delivery.
* Use project management techniques to lead the delivery of discreet insight and evaluation projects, including the management of a project team.
* Able to provide advice and guidance to colleagues on formal consultations including best practice and legal requirements.
* Contribute to the establishment of methods and processes for evaluating the impact of the Insight & Evaluation teams work and champion a culture of continuous learning and improvement in the team.
* Collaborate on the development and sharing of tools, advice and guidance to support colleagues across Engagement to gather and use insights, including how to use co design and co production methodologies. Support colleagues in evaluating their work and support the interpretation of the outputs from cross engagement evaluation activity to describe the overall impact of CQC’s engagement and communications work.
* Ensure the information we produce is simple, clear, concise and accessible to all and meets CQC's accessibility standards.
* Deputise for the Insight and Evaluation Lead as required.
* Represent the engagement directorate in internal meetings and working groups as required.
* Champion implementation of the Public Engagement Strategy across CQC.
* Keep up to date with the changing internal and external context in which CQC operates.
* Have the appropriate knowledge, skills, and experience to actively promote diversity and equality of opportunity, treat everyone with dignity and respect and avoid unlawful discrimination.

### Specific skills and experience

#### Essential

* Working knowledge and experience of an engagement and/or communications field, including a basic and practical understanding of engagement and/or communications processes and techniques. Able to complete engagement and/or communication tasks with competence.
* Broad experience of engaging with stakeholders and translating what they say into meaningful and actionable insights.
* Excellent written and verbal communication skills.
* Broad practical experience of designing and delivering accessible and meaningful engagement activity (online and offline) with a range of external stakeholders, including an understanding of, and practical experience of utilising co-design and co-production techniques.
* Working knowledge and some practical experience of the procurement cycle and experience of supporting the management of contracts with external organisations and agencies, particular for but not limited to, insight/consultation analysis.
* Ability to take a range of complex data (qualitative and quantitative) and translate into meaningful insights.
* Ability to influence engagement planning by proposing appropriate activities, and offering constructive challenge where necessary.
* Experience of evaluating engagement effectiveness using various methodologies. Experience of interpreting evaluation insight from different sources to describe the overall impact of engagement and communications activity.
* Delivery focused with a high level of organisation, planning and project management skills.
* Flexible approach and able to respond quickly to ad hoc or urgent requests.
* Effective networker and relationship builder.
* Able to think creatively to engage the public and all stakeholders in our work.
* Able to work independently and as part of a team.
* Demonstrates continuous professional development.

#### Desirable

* Understanding of the health and social care system in England, CQC, its policies/responsibilities.
* Some experience of working with the public, and people who are more likely to experience poor care, external organisations that represent them, provider and provider representative organisations, and/or other external stakeholders.
* Demonstrable knowledge and experience of using different media and IT packages.

### Values and Behaviours

#### Excellence

* In my work for CQC:
* I set high standards for myself and others, and take accountability for results.
* I am ambitious to improve and innovative.
* I encourage improvement through continuous learning.
* I make best use of people’s time, and recognise the valuable contribution of others.

#### Caring

In my work for CQC:

* I am committed to making a positive difference to people’s lives.
* I treat everyone with dignity and respect.
* I am thoughtful and listen to others.
* I actively support the well-being of others.

#### Integrity

In my work for CQC:

* I will do the right thing.
* I ensure my actions reflect my words.
* I am fair and open to challenge and have the courage to challenge others.
* I positively contribute to building trust with the public, colleagues and partners.

#### Teamwork

In my work for CQC:

* I provide high support and high challenge for my colleagues.
* I understand the impact my work has on others and how their work affects me.
* I recognise that we can’t do this alone.
* I am adaptable to the changing needs of others.