

# Job Title: Insight & Evaluation Manager

### **Grade:** A

### **Directorate: Engagement**

### Job Purpose

* To work with the Deputy Director of Insight & Evaluation to develop Insight & Evaluation strategies, linked to corporate and engagement priorities.
* To provide day-to-date leadership and management across the team to plan, deliver and evaluate a portfolio of work 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; making sure we 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.
* To use the outputs of cross-engagement evaluation activity to describe the overall impact of CQC’s engagement and communications work.

### Accountabilities

* Develop and oversee development of robust, measurable insight strategies and plans, which are designed to make sure we hear what internal and external stakeholders think, feel and do on a range of topics, including the use of a range of co-design and co-production techniques. This includes the public, and people who are more likely to experience poor care, external organisations that represent them, along with provider and provider representative organisations and other external stakeholders.
* Oversee the Insight & Evaluation team in implementation of Insight and Evaluation 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 collaboratively 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.
* Lead on forming strong and collaborative relationships with the Strategic Communications Priorities team to shape the Independent Voice process. Work closely with the Campaigns team to ensure these insights are influencing our campaign activity.
* Direct and lead on the interpretation of insight and the creation of influential insight products that represent all audience groups and lead conversations across the organisation highlighting what we are hearing from our audiences. Work closely with the Strategic Communications Priorities team to use this insight to influence CQC’s strategic thinking, action and decisions.
* Oversee relevant budgets and procurement of contracts, including ongoing management of budgets, contracts, and supplier relations.
* Develop and oversee a process for monitoring and reporting of insight and evaluation spend across all projects. Deliver budget forecasting and escalate any associated risks appropriately.
* Oversee and advise on use of the public engagement payments and reimbursement policy and monitor, audit, and report on use of the associated budget.
* Responsible for overseeing CQC and Engagement colleagues’ knowledge and understanding of current best practice and legal requirements in delivering formal consultations. Able to provide advice and guidance at all levels on the end-to-end process, including the challenges often faced when delivering these projects.
* Oversee 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 coproduction methodologies. Oversee support to colleagues in evaluating their insight work and using the outputs of cross-engagement evaluation activity to describe the overall impact of CQC’s engagement and communications work.
* Attend senior external stakeholder meetings to represent CQC and to create and strengthen collaboration and partnerships in insight and evaluation delivery.
* Lead on collaborating with colleagues across engagement to enable us to understand and report on the collective impact of our work through robust evaluation and champion a culture of learning and improvement across the Directorate.
* Lead the Insight & Evaluation Team by setting clear direction and objectives. Support the Insight & Evaluation Team by providing regular feedback and coaching, supporting their wellbeing, performance and development and enabling them to build their expertise. Line manage the Insight and Evaluation Leads and other colleagues as required.
* Deputise for the Deputy Director of Insight and Evaluation as required.
* Ensure the information we produce is simple, clear, concise and accessible to all and meets CQC's accessibility standards.
* Champion implementation of the Public Engagement Strategy across CQC.
* Represent the engagement directorate in internal meetings and working groups as required.
* 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

* Expert knowledge and experience of working within Engagement and/or communications field with significant experience in applying this across a range of engagement/communications programmes.
* In-depth knowledge and experience of engaging with a range of stakeholders and translating what they share into meaningful, actionable insights. Significant experience of designing and delivering accessible and meaningful engagement activity (online and offline) with a range of external stakeholders, including using co-design and co-production techniques.
* Strong influencing skills: ability to work with and advise senior colleagues and stakeholders on insight and evaluation issues, make decisions about appropriate activities and offer constructive challenge.
* Strong relationship skills, including the ability to form relationships with key internal and external stakeholders quickly, and to provide advice and guidance at all levels.
* In-depth knowledge of procurement and management of contracts with external organisations and agencies, particularly for, but not limited to, engagement and insight activity, consultation support and analysis.
* In-depth knowledge and experience of best practice use of a range of methods and techniques to translate (qualitative and quantitative) into complex data (qualitative and quantitative) into meaningful insights.
* Experience of implementing and managing evaluation activities to assess engagement effectiveness. Experience of interpreting evaluation insight from different sources to describe the overall impact of engagement and communications activity.
* Strong management skills, including the ability to manage teams beyond management lines, quality assure the work of direct reports and coach them to achieve ongoing improvement / development, deliver effective performance management when necessary and take steps support team wellbeing.
* Excellent oral and written communications skills.
* 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.
* Demonstrates continuous professional development.
* Degree level education or equivalent experience.

#### Desirable

* Clear understanding of the health and social care system in England, CQC, its regulatory policy and/or legislative responsibilities.
* 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.