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research

**Public Health Research &  
Evaluation Manager  
Briefing pack**

**May 2017**



|                                  |          |
|----------------------------------|----------|
| <b>Introduction.....</b>         | <b>2</b> |
| <b>Job description .....</b>     | <b>4</b> |
| <b>Person specification.....</b> | <b>6</b> |

# Introduction

## An introduction to M·E·L Research

**M·E·L Research** is a social research and behaviour change specialist company, with over 30 years' experience in working for the UK's public services. Standing for **m**easurement, **e**valuation and **l**earning, we work with a range of public services clients, including social housing providers, health agencies, local authorities, environmental agencies, police forces, voluntary organisations, waste industry and government. We work to a standard of excellence in public services research and we are a Market Research Society (MRS) Company Partner.

M·E·L Research was formed in 1985 and has grown steadily to a core in-house team of 20 salaried employees and external associate consultants, plus over 75 field and support staff and a £1.7 million annual turnover. We have ambitions to grow the company, with a particular focus on the health and social care sector, whilst also further developing the 'E' and 'L' elements of our brand, undertaking higher value research and evaluation for our clients. We are now looking for an enthusiastic and experienced **Public Health Research & Evaluation Manager** to join us, to deliver a portfolio of research and evaluation projects within the Public Health arena.

M·E·L Research isn't a standard research agency. Our longstanding involvement as consultation experts means we understand what our clients need from consultation, and can offer high quality insightful support. With over 30 years' experience, we can confidently deliver what we know clients value, rather than just operating anonymous mass produced surveys.

- We are looking to appoint an experienced **Public Health Research & Evaluation Manager** to develop and deliver a portfolio of research and evaluation projects across the health and wellbeing sector.
- The role will focus on leading bids and managing the delivery of key projects in this field. A background in high quality public health research/evaluation is essential, working in either the public or private sector.
- The successful candidate will have a strong track record in bidding success and be confident in writing proposals and pitching for work to potential clients; have a working knowledge of logic models and/or theory of change models, manage commercial sales targets; proficient in project management and client service and fully competent in delivering research & evaluation projects.
- You will be used to working in a fast paced environment and managing a number of projects at the same time for different clients across the country, including travelling to pitch for work and attend client meetings.

The company offers all employees a wide range of generous benefits including:

- Provision of employer contributions to London Life secure personal pension scheme
- Paid annual leave allowance of 25 days per annum plus paid public holidays
- Flexible office-based working hours arrangements

- Subsidised parking
- Free health cashback medical care scheme
- Eligibility for company profit and performance bonus scheme.

For more on our growing and ambitious research consultancy see [www.melresearch.co.uk](http://www.melresearch.co.uk)

# Job description

**Post:** Public Health Research & Evaluation Manager

**Job Location:** M·E·L Research, Birmingham Science Park Aston, Birmingham

**Salary:** In range £35,000 - £45,000 (depending on experience) plus profit bonus, pension and other benefits.

## Job Summary

You will hold key responsibility for winning and leading new business commissions within our public health and wellbeing account, contributing to reaching our annual sales targets in excess of £1.7 million, and delivering excellent research and evaluation services for our clients. You will be supported by a direct marketing team who contact potential clients, and identify prospective future bidding opportunities, along with other bidders who can support the tendering process.

You will manage a portfolio of key research and evaluation projects within the field, overseeing research support staff, and providing clients with consultancy advice, reports and presentations on the results and implications for improvement.

You will have the opportunity to attend conferences and present papers on relevant topics to help promote the reputation of M·E·L Research amongst key audiences.

The post holds significant future prospects, and is ideally suited to an individual who has ambitions to stamp their mark on a company and has ideas on how to help the company grow in the health and social care field. We are also keen for the successful candidate to help upskill other members of the team on evaluation, therefore a grounding in good evaluation theory and practice is essential.

## Job Content

**Responsible to:** Managing Director

**Responsible for:** Research support team (on project by project basis)

**Special Conditions:** Travel to client meetings/presentations nationwide, and occasional need to work long hours and weekends to ensure tenders and reports are submitted on time and to high quality

# Duties:

## Future business development

- Work with the Commercial Director to deliver successful bids to prospective clients and help achieve sales/margin targets across various research and evaluation activities
- Identify prospective commissioned research and consultancy opportunities across the public health field, and write and price tenders; pitch for and win the desired business
- Identify improvements to our tenders, sales processes and help to bring other staff up to a high standard
- Identify product improvements and future business development opportunities
- Develop sales and promotional campaigns to help achieve sales/margin targets
- Contact prospective clients, and negotiate research and consultancy bids to national and local government, and other local public services, businesses and third sector.

## Client research and evaluation, analysis and consultancy services

- Deliver a range of research and evaluation projects within the public health field, working closely with the research support team and internal Field and Data Services team who conduct the fieldwork. Our key clients generally come from local authority Public Health teams, CCGs or CVS.
- Analyse, interpret, and report on survey results and evaluations of projects and where relevant provide recommendations on improvements.
- Act as Project lead and peer reviewer on other research and evaluation bids/projects delivered to public health clients.
- Ensure excellent standards of service, and personal attention to clients' needs.

## Publicity, communications and promotional activity

- Attend conferences and networking events to promote M·E·L Research and identify opportunities for future work/collaboration
- Make presentations to conferences and events on public health research /evaluation issues to promote our brand.

## General duties

- Undertake any other duties that maybe needed by the company consistent with the postholder's overall duties, skills and abilities.

# Person specification

This person specification details the experience, knowledge, skills, ability, training, education and qualifications that are considered to be essential or desirable to fulfilling the requirements of this post.

Please demonstrate in your application, using appropriate examples where possible, that you have the skills and experience to meet the following criteria for the post. Your ability to meet the criteria will be assessed using a number of methods including the application form, interview, and where applicable presentation or work-based tests.

## Essential

- Over 5 years' experience in managing and delivering public health research and evaluation projects from start to finish e.g. designing a research/evaluation project, undertaking literature reviews and other desk/secondary research, implementing qualitative and quantitative research methods as required, analysing and interpreting data, and preparing and presenting client reports
- Experience of working with public health clients
- In depth understanding of both qual and quant research, evaluation projects and ability to recommend most appropriate

research/evaluation design to meet a client brief

- Ability to cost a project and price according to desired margins
- Understanding of logic models and theory of change
- Excellent client management and communication skills (written, verbal and presentational)
- Ability to interpret a client brief and prepare compliant research and evaluation proposals
- Excellent organisational and operational project management skills, and ability to plan and deliver work accurately and on time
- Excellent MS office skills, including Word and PowerPoint, Excel and / or Access knowledge.

## Desirable

- Commercial skills in developing sales leads and achieving sales targets
- Understanding of behaviour change theory and models in a public health setting
- Full UK driving license and access to own car
- Able to work occasional evenings and weekends
- Knowledge of advanced statistical analytical techniques within SNAP and SPSS.
- Knowledge of Nvivo or other qualitative analysis software

To apply for the role, please click [here](#) to download and complete the online application form

**Thank you for your interest in M·E·L Research.**



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