Impact Analyst – Job Description

Line Manager: Head of Performance & Impact

Team: Performance & Impact (Commercial Team)

Location: Darlington with travel to Wilton and Sedgefield

Date: September 2017

Role Purpose:

To design and undertake the measurement and subsequent analysis, reporting and communication of information relating to the economic impact of CPI, to both internal and external stakeholders. The post holder will ensure the relevance of integrity of data collected and develop effective data collection and management systems to accurately report data on a timely basis and turn complex data into powerful messages and stories.

Key Accountabilities:

- To ensure data collected is relevant to translating into impactful information to a diverse range of audiences and stakeholders.
- To undertake robust analysis and interpretation of data to produce and present information, reports and presentations that clearly demonstrate CPI's impact on the UK economy.
- To analyse and interpret econometric data and translate into accessible reporting.
- To develop and apply economic models to analyse and interpret impact data to influence strategic decision making.
- To identify and gather up to date and accurate impact data by building and maintaining effective relationships with colleagues and other data sources.
- To record relevant qualitative and quantitative data relating to historical and current CPI projects and develop relevant trend analyses.
- To record relevant qualitative and quantitative data relating to the performance of the companies CPI works with and develop relevant individual and cumulative trend analyses.
- To undertake desk based research to obtain information regarding private investment, job creation and other economic impact measures as a result of collaborative Public and Private projects.
- To liaise with external consultants and economists to supplement and build CPI knowledge and capability to support impact assessments.
- To design and Undertake customer surveys by telephone, face to face or on-line to build case studies supported by qualitative and quantitative data.
- Working collaboratively with all areas of the business to create value from the data collected and analysed, including Strategic Marketing, Marketing and Communications, Business Development and operations.
- Working with the Marketing and Communications team to support the Performance & Impact Team's Impact Communication Strategy.

Performance
Personal and team performance will be assessed against objectives set by the functional line manager in line with CPI's Performance Development process. They will change regularly and be agreed with you in a specific objective setting meeting.

Education / Qualifications:

Essential:	Desirable:
Educated to Degree level (or equivalent) in a Economics or Business related subject (~50% of which must have included Economics)	Educated to Masters Degree level (or equivalent) in a Economics or Business related subject

Person specification:

Competencies and behaviours	
Leadership (Enabling)	**Decision Making (Enabling)**
• Builds and leads groups, communicates a compelling and inspired vision or sense of core purpose to arrive at an agreed schedule of work for a project, including agreed success criteria. • Demonstrates commitment to common goals, integrity and trust in all dealings with colleagues and customers.	• Pro-actively identifies and prioritises the key issues involved to facilitate the decision making process. • Seeks input from the relevant stakeholders when appropriate, considers risks, and takes accountability for the impact a decision may have on others. • Makes decisions in a timely manner. • Identifies the key factors in a complex problem.
Communication (Enabling)	**Developing self and others (Enabling)**
• Presents complex issues/ data with a high level of clarity and impact, using the appropriate format and driving action. • Is able to write clearly and succinctly recommendations and messages that have the desired effect. • Is aware of the impact of their communications and pro-actively seeks feedback for improvement. • Is able to influence others by preparing a reasoned argument to adopt a specific tactics or plan, in line with strategy, and persuade other of the merit.	• Supports others in their development. • Is personally committed to, and actively seeks, opportunities to improve continuously. • Provides honest helpful feedback to others on their performance. • Insightful about self, strengths and limitations, and how to maximise contribution.
Collaboration (Enabling)	**Delivery (Enabling)**
• Understands the value of establishing effective and supportive relationships, and collaborative working. • Actively listens, questions and observes body language so as to understand communication from others. • Cultivates and maintains partnerships across departments to deliver value for the business.	• Prioritises activities based on their impact and strategic importance. • Takes responsibility and monitors own performance. • Can articulate how their work feeds into projects. • Creates and exploits useful metrics. • Displays commitment and engagement to own work. Pursues everything with energy, drive and a need to finish, even when faced with setbacks or resistance.

Experience/Skills:

Essential:	Desirable:
Ability to turn complex data into powerful messages and stories.	Ability to use data and evidence to drive change.
Experience of analysing, visualising and communicating data in a compelling way.	Awareness of widely available search tools.
Experience/knowledge of developing, testing and applying economic models to analyse economic impacts.	
Ability to Leverage connections and relationships in order to gather information.	
Self-starter with ability to deal with complex environments.	