



Research, Data and Insights Manager

Come and join the only specialist supporter
experience agency... in the world

8th April, 2025

1. About Loyalty

About Loyalty is a dedicated supporter experience agency, using science to help charities deliver better experiences for their supporters and unlock their full fundraising potential.

At the heart of all we do is a determination to understand the *deep and personal feelings* that drive supporters to give, to volunteer, and to campaign for the causes that they care passionately about.

Our insights come from a decade of rigorous research, involving more than 500,000 donors across dozens of charities. From this, we have clear evidence of how commitment, satisfaction and trust, the three pillars of an excellent supporter experience, can impact on long-term giving.

But it's about more than the data: it's about creating a better experience for everyone.

When charities put their supporters' needs and emotions at the heart of what they do, amazing things happen. Supporters feel valued and inspired, and they give more generously and for longer.

That means charities can achieve their missions more effectively, making a tangible difference to the world. Because when supporters thrive, charities thrive. **And together, we make the world a better place.**

Our purpose is to give every charity the insights to help them create better experiences; the support to make changes based on this insight; and the tools to measure the impact of these changes.

Our passion is to constantly seek to learn more about why supporters choose to support the charities they do: what they need and expect from the charities they support, and how they can feel excited about the change that they are enabling in the world. We do this with individual charities and for the entire sector.

Does that inspire you? Do you share our purpose and passion? Does the idea of helping charities to understand why their supporters give and getting stuck into our huge data sets generated through our research - and leading to ever-growing insight - excite you? If so, then come and join us and make a better world.

We are a small team with ambitious aims. Our insights and expertise are helping charities to create happier supporters and generate greater income. This is a rare opportunity to work for a company that is changing the way in which individual charities, and the sector as a whole, view supporters and grow support.

2. Your role

We have spent the last ten years at About Loyalty establishing a solid foundation of insights that describe the relationship between how supporters feel and how they behave. Using this, we help charities to measure and grow loyalty, and grow support.

We use research and data to help charities understand and measure the emotional connection that supporters have with them – the emotional feeling of support or allegiance, which is what we refer to when we talk about '*loyalty*'.

At the heart of everything we do lies supporter insight. From listening to charity supporters through research to analysing responses and behaviours, we provide practical insights that help charities create action plans to...

Improve their supporter experience...

... grow their supporter loyalty...

... raise more money...

... and have more impact in the world!

This role will work directly with our charity clients around the world, helping them to run research projects and analyses to effectively and efficiently create and deliver the insights and measures that drive their strategies.

We're looking for someone who takes enormous pride in managing processes securely and efficiently... someone who thrives on spinning multiple plates with enormous attention to detail... someone who will love working with multiple charity members at a time, ensuring they all have an excellent experience with us.

And we're looking for someone who is excited about helping charities across the world to understand the emotional drivers behind why they support, and to uncover the unique insights that every research project provides... someone who is always asking questions – pushing us and our clients to test more and learn more... someone who can identify what charities need and develop new analysis and reporting services for them.

The insight you will be generating will help our charity clients, and the whole sector, to create better supporter experiences, to create greater supporter engagement and value and, ultimately, to make the world a better and fairer place.

If this sounds exciting, come and join us and make a difference.

3. Key tasks

3.1. Managing The Chase Index

The Chase Index sits at the heart of how we work with and help charities. This is a unique service which allows charities to measure how effective their supporter experience is at creating the emotions that lead to long-term support through:

- Scoring supporter loyalty
- Benchmarking against over 50 charities
- Tracking change and progress

3.1.1. Supporter research

The Chase Index starts with supporter research – online and, sometimes, postal surveys with charity supporters. You will be working directly with our charity members to:

- Understand how they will use the insights and therefore to define what they want to learn from the research
- Set up all aspects of the research, including testing
- Manage the process for multiple charities

You will be responsible for all aspects of managing these research surveys – you will be the main point of contact between About Loyalty and the charity member, managing stakeholders through the process, you will manage schedules and you will lead on each stage in the process.

3.1.2. Supporter insights

Once the survey is complete, then it's time to create the insights. You will be responsible for:

- Administering the reporting portal. This will involve:
 - Processing and checking data from the charity members and from the survey responses
 - Ensuring all data is in the correct formats
 - Loading data into the reporting portal
 - Checking all is correct
 - Liaising with charity members when the portal is live with their insights
- Analysing insights and reporting for all members, involving:
 - Pulling out their loyalty headlines
 - Identifying the key insights that are important for each charity
- Running deeper analysis for some charities which, for those that require this, involves:
 - In-depth analysis into what motivates their supporters and what uniquely drives their supporters' loyalty.
 - Identifying the most important insights based on their plans, their supporters and the research responses.
 - Working with the rest of the About Loyalty team to provide recommendations.

3.2. Ongoing development and administration of The Chase Index systems

We are constantly seeking to improve The Chase Index, including what charities can learn from it and how efficiently it can run.

3.2.1. Research development

As we seek to improve the research you will lead on making this happen:

- Improved insights, including testing new questions and new ways of asking
- Improved responses, including testing copy, layouts etc
- Improved efficiency and security, including identifying where processes can be improved and systems can be developed.

3.2.2. Data analysis and reporting

You will lead on developing The Chase Index reporting portal to provide more or clearer insights and a better member experience.

3.2.3. Data processes

You will:

- Manage all data processes
- Constantly be looking for opportunities to improve these, to make the process more secure, more efficient, less open to risk and simpler to administer
- Document all systems and processes

3.2.4. Training

You will provide training for charity members and About Loyalty colleagues into accessing and using supporter insights through the reporting portal.

3.2.5. Support

You will be the first point of contact for all charity members for aspects of the reporting portal and the survey / analysis process.

3.2.6. Data security

You will have overall responsibility for ensuring all data is managed securely and all procedures are adhered to within About Loyalty, charity members and suppliers / sub-contractors.

3.3. Further analysis

We have over 50 charities who have taken part in The Chase Index, over ½ million supporters who have answered the surveys, and these supporters have made many millions of donations or other support transactions.

We're sitting on a treasure trove of data - within there are insights that can transform individual charities and even the whole sector. We're already doing this -our insight has been a catalyst towards the sector understanding the role that growing commitment, satisfaction and trust has in growing long-term income.

You will dive into this data to identify the next insights. Insights that can change the way charities build experiences for their supporters, and insights that can help About Loyalty develop new products and services to help charities more.

3.4. Other tasks

We are a small, dynamic, constantly evolving company. As such, everyone does a little bit of everything and it is impossible to identify all the tasks that will be required. You will lead on the tasks outlined in this JD, and will also be involved in other tasks as they are identified across the business.

4. About you

Experience and attitude are both important to us.

4.1. Project management

At the heart of the role of managing The Chase Index research and analysis is the need to manage complex projects with multiple moving parts involving different stakeholders.

It is essential that you have excellent project management skills, are exceptionally organised and are confident managing multiple projects all running concurrently, albeit at different stages. You will have excellent time management skills and attention to detail.

And you will take a pride in delivering these projects accurately, efficiently and securely.

4.2. Customer management

You will be the lead person liaising with our charity members as they go through the research and reporting process - the bridge between the member, About Loyalty and the research and insights. You will be comfortable leading our members, being the main point of contact and pro-actively supporting them at every stage.

You will enjoy building relationships with our charity members, you'll be comfortable prompting them or being a critical friend and, most importantly, you'll be passionate about their customer experience and take a pride in delivering excellence in this.

4.3. Research and data management

You will have experience in running online research and / or providing data analysis and reporting. In particular you will be inquisitive and driven to learn.

Management of data is critical to the role. Ideally you will have hands-on experience in using survey tools (e.g. SurveyMonkey), data management tools (including SQL Server) and data analysis tools (we use Power BI). But these can all be taught - your personal qualities are more important to us.

You will enjoy using these tools and developing your own skills.

4.4. Communication skills

Excellent communications skills are essential. You will be communicating with people in our charity members at all different levels and with widely varying degrees of technical skills.

And you will be communicating with About Loyalty colleagues and our suppliers and sub-contractors, to bring their involvement into the process and to help solve problems before they arise.

4.5. What else would be good?

Here's a list of things that would be great if you could bring to the role:

- Experience of the charity sector, supporter experience and loyalty.

- Ability to think creatively, and come up with innovative solutions.
- Ability to adapt to change, and be open to new ideas.
- Great communication skills - we all work remotely and so our communication needs to be efficient and effective.

We're a fast-growing company. Things can change quickly, so and you'll need to be the sort of person who thrives in a fast-paced environment and is highly organised. You'll have great attention to detail, and a passion for deeply understanding attitudes and behaviours and uncovering insights.

5. What we'll offer you

We're small, but we have lots of ideas and big plans. We can't offer you well-honed processes and systems and structure. Because that's not the way the world gets changed!

You'll be one of the team, working really closely with our directors, Roger and Richard, with Tash, our Supporter Experience Lead, and Kay, our Community and Content Manager. One of our clients once said:

"Every time I talk to Richard Spencer or Roger Lawson I learn SO MUCH. Kings of making the psychology of giving something you can actually use in practice. Thank you both for making my week :)"

Come and join us! We will reward you for being part of the team:

Salary: £35-£40,000 depending on experience

Hours: We value our employees' wellbeing and therefore operate a four-day week

Annual Leave: Five weeks, plus Bank Holidays pro rata

Location: We all work remotely (home-based)

About Loyalty is dedicated to fostering a workplace environment without any form of discrimination or harassment. We expect every member of the About Loyalty community to play their role in nurturing and upholding an atmosphere where every individual has the chance to experience inclusion, and is treated with the respect and dignity they merit.

We ensure that decisions regarding hiring, compensation, training and performance evaluation are conducted impartially, and we extend equal employment opportunities to all qualified candidates and employees. We continuously endeavour to provide an inclusive setting that extends a warm welcome to every employee and candidate.

Please also note:

- We are advertising this role as a full-time position but we are fully supportive of flexible working, if you are our perfect candidate we will consider some flexibility.
- The nature of the work means that you need to be flexible and at times it is fast-paced, and evening and occasional weekend working will occasionally be required.

6. What happens next?

We have some exciting plans, and we need your help to make them happen. If you're interested, drop Roger (Roger@About-Loyalty.co.uk) a line to say so, and we'll be happy to talk to you about the role and our aims in more detail.

Or if you've already heard enough, please send us your CV along with a note about why this job excites you. We can't wait to hear from you.

Appendix 1: About Loyalty... who we are and what we do

Who are we?

About Loyalty is a dedicated supporter experience agency, using science to help charities deliver better experiences for their supporters and unlock their full fundraising potential.

Many charities rely on short-term financial KPIs, tracking the behaviour of their supporters (for example, whether they take action/donate/make a gift in their will or not). But we believe it's vital to **also** measure the feelings that lie at the heart of every supporter's experience. And our research has demonstrated the financial importance of doing so.

Equipped with insights from this research, charities can leverage the supporter experience to inspire more supporters, nurture more passion, and raise more long-term income. The clue is in the name - the way we do this is with Loyalty.

Loyalty is the passion a supporter feels for the charity, driven by three key factors: their commitment to what you do, their satisfaction in the way you communicate with them, and their trust in you to deliver what you promise.

Only by measuring your supporter Loyalty can you paint a true picture of *exactly* how good your supporter experience is. And our research has shown that the more loyal your supporters are, the more likely they will be to give to you more - and give for longer.

Our vision is a world where all charities reach the full potential of their fundraising activity - by measuring, tracking and taking steps to improve their supporter experience, and delivering more positive impact to those who need it the most.

"About Loyalty's research into loyalty is the Holy Grail that all those of us invested in supporter experience have been waiting for! For me, the main take out is finally having a tangible link between improving the experience and an increase in income. Very exciting!"
- Senior Experience Manager, RNLI

Our principles

There are some important things that sit at the heart of what we do. And here's a selection...

- People support charities for the feelings they experience. There is no tangible (or intangible) product or service they receive in return.
- We have a unique way of measuring these feelings, and we call this "Loyalty". This method is based on more than ten years of research, with more than ½ million charity supporters.
- Any support we give to charities needs to be built on robust evidence. Their work is too important to rely on anecdotes and gut-feel alone.

- Most charities are currently a long way from applying a rigorous (scientific) approach to the way they create, deliver and measure supporter experiences.
- It's really important to keep things simple and not over-complicate any approach to measuring and growing Loyalty.
- Benchmarks can be critical to help to know where to focus and what to prioritise.

Our values

We inspire people

We pride ourselves in being experts in the science of supporter experience. We willingly share our expertise, our experience, our insights, our ideas and our passion. We hope that this inspires every charity to measure and grow their own supporters' loyalty.

Our customers are delighted

We make the lives of our charity clients as easy and worry-free as possible by delivering everything we promise smoothly, without error and on time. And should anything go wrong, we resolve it speedily.

We have real impact

Our aim is to help charities provide a better experience for their supporters, which will grow loyalty and grow income – it's a win for the charities, for their supporters, and it's a win for the beneficiaries and the causes we serve. We listen to our clients (their needs and their challenges) and we identify solutions with them. We help create big-picture change and pay attention to the details.

What do we do?

Everything we do is driven by insight and science. Fundamentally, that's what we're all about.

Together with charities around the world, we're working to deepen the sector's understanding of supporter experience and Loyalty, and to empower more organisations to achieve more of their own goals, missions and visions. And we have a set of tools, resources and research, guided by our insight and expertise, to help charities do exactly that:

- **We help charities to understand the unique drivers of loyalty for their supporters.** Our research helps organisations to understand what motivates and inspires *their* supporters: what supporters need, expect and value from charity communications, and how to show they are an effective steward of supporter donations to achieve their shared goals. With these insights, charities can create supporter experiences that inspire support, make supporters feel valued, and build their trust.
- **We enable charities to measure and benchmark how their supporters feel as they choose to support them.** Best known for *The Chase Index* (although this is just the tip of what we do), we enable charities to measure their supporters'

experience and benchmark against their year-on-year progress, as well as with other charities around the world. This measurement means teams can identify where to prioritise their supporter experience investments, in order to have the biggest impact on growing loyalty and long-term support.

- **We work with charities to use these insights, to create supporter experience strategies and plans that will change their supporters' experiences for the better.** And once these have been implemented, we can measure the effectiveness of different communications. This enables charities to refine these experiences and ever-improve their supporters' experiences and values. And so, achieve more positive change for good in the world.

What services do we offer?

About Loyalty offers a range of services to help charities deliver a better experience for supporters and improve their audience's lifetime value:

- **The Chase Index**

Perhaps best known for The Chase Index, this annual membership helps charities grow income through measuring Loyalty and improving their supporter experience. We help member charities measure Loyalty, create their unique Loyalty profile, prioritise areas for intervention, and then put action plans in place to improve the experience.

We do this through a combination of research and analysis, regular workshops and tailored planning sessions.

"I have taken so many lessons from each member workshop that I hadn't found from other sources, and thoroughly enjoyed each session too. It's a great format and I'm really happy we've come onboard with you!" - Head of Lottery and Gaming, Chase Index member charity

- **Loyalty measurement**

Growing loyalty is important for all types of supporters. We have developed the insights and methodology to provide tailored modules for charities measuring specific audience segments: for example, for measuring the loyalty of campaigners and volunteers, or for monitoring legacy intentions.

- **Supporting charities through change**

Ultimately, we're here to help charities change, and we help them along every step of the way. The services above provide insight, and we add to this with bespoke research and analysis projects.

We help charities develop the culture, leadership and training required to put supporter experience at the heart of its plans. We help to segment supporters according to their needs and attitudes, to develop supporter journey strategies, to review existing products and develop new ones, to review supporter messaging and so much more.

It's exciting. It's important. It's changing the world. And you can be a part of it.