



Research specialist

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

28th February, 2024

1. About Loyalty

About Loyalty exists to enable charities to change the way they engage with their supporters, helping them inspire supporters to support for longer - and for those supporters to feel better about themselves when they do. In short, we're making the supporter experience better for people all around the world.

*Companies measure and value customer loyalty. It has been proven to drive profits.
Every charity should measure supporter loyalty. It has been proven to drive impact.*

The outcome of what we do? Happier, more loyal supporters and charities with more to spend on making the world a better and fairer place.

About Loyalty's unique research has proven that growing *loyalty*, the emotional connection that supporters feel towards the charities they support, in turn grows long term support. And our research has also shown *what* creates this loyalty, uniquely, for different supporters and different charities.

Our purpose is to give every charity the insights to help them to create better experiences, the support to make changes based on this insight, and the tools to measure the impact of these changes. At the heart of all we do is our determination to understand the emotions that drive supporters to give, to volunteer and to campaign for the causes and charities that they care passionately about.

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? Do you want to help use insight to make a better world? 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 (nearly) ten years at About Loyalty establishing a solid foundation of data and 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.

At the heart of everything we do lies supporter insight. Perhaps best known for The Chase Index (see page 7), we help charities to 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*'.

To do this, we are constantly asking why people support, what makes them choose one cause or one charity over another, what they want from their relationship with the charity, how much they trust them and more. And we're learning which of these are most important in driving long-term support (including renewals, retention and ultimately legacies).

Our research provides these insights which we and our charity clients use to:

- Understand supporters and create inspiring, impactful and effective supporter experiences.
- Measure and benchmark how supporters feel in order to understand the impact of communications on supporter loyalty over time.

Having researched over 340,000 charity supporters from over 50 charities we believe our knowledge of what creates supporter loyalty is unrivalled anywhere in the world. But we're constantly striving to learn more. That's where this role comes in.

This role is about working directly with our charity clients around the world, to effectively and efficiently create and deliver quantitative and qualitative research in order to generate the insights and measures that drive their strategies.

And this role is also about growing our knowledge, whether that's through expanding our existing research services (including The Chase Index), testing new ideas to stretch our learning, creating new research products that provide charities with practical insights or through working directly with charities to meet their bespoke research needs.

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 and your role

You will be playing a key role in helping charities to understand what drives their supporters' loyalty, measures this loyalty, and then take action to grow it.

3.1 Design and deliver exemplary insight projects

We run research through The Chase Index and Chase Lite as well as creating bespoke research projects. You will:

- Contribute to the development of research briefs for all of these.
- Create and manage all of the research that we offer for clients.
- Work with clients and with suppliers to deliver these projects.
- Design and implement appropriate research methodologies to uncover deep insights, including questionnaires and qualitative interviews and focus groups.
- Select and manage research agencies and consultants to provide specialist research for our more complex projects.
- Work with our Data Analyst to analyse qualitative and quantitative data and report through presentations and written reports.
- Work with our Loyalty Action Planner to ensure the insights sit at the heart of the strategies and plans that we develop with our clients.

3.2 Constantly drive our thirst for new knowledge and deliver these as services for clients

We want to constantly be learning more and offering more. You will:

- Identify opportunities to learn more about the emotional connections between supporters and charities and the drivers of loyalty.
- Identify opportunities to help charities increase their supporter understanding.

- Develop our existing products (especially The Chase Index and Chase Lite) to improve the value of them to members.
- Create new products and services that we can offer to clients.
- Stay abreast of related developments, proactively seeking out external published research and monitoring other sectors for services that they offer that will be relevant to our clients.
- Help us delve deeper into understanding how the drivers of loyalty vary across different charities, different supporter segments and across different sectors and markets.

4. About you

Experience and attitude are both important to us.

4.1 Essential experience and skills

You will be an experienced researcher, having managed multiple, large-scale research projects. This should be mostly quantitative research, although experience of running qualitative research would also be valuable. You should be confident in designing, managing and interpreting research independently as well as in reviewing research, drawing out key insights and presenting these to audiences in an inspiring, concise, practical and, sometimes, persuasive manner.

You will have a good knowledge of how insight is used in all sectors to understand the motivations and needs of customers and supporters, and the ability to see how these can be applied for our clients.

4.2 Essential personal traits

Just as important as the experience you bring will be your thirst for knowledge.

You will be the sort of person who is fascinated by asking “why?”:

- Why do people support charities?
- Why do they feel high levels of loyalty towards a particular cause or charity?
- Why do some people feel satisfied with their supporter relationship while others don’t?
- What does it take to grow trust?
- How does this vary for different supporters?

And you’ll be the sort of person who is constantly scouring sector and external press and research to bring new ideas that can grow or change our understanding, so that we can improve how we support charities.

You should also have a passion for charities and for supporters. We don’t just provide research, we help charities to turn these insights into better supporter experiences, more impactful communications and generate more support. You’ll be as passionate about how the charities will use the insights as the insights themselves – that’s how we make sure that the insights that we generate are always practical and the recommendations we make are always actionable.

Finally, and this probably goes without saying, you’ll need excellent project management skills and an attention to detail. Our research projects have multiple charities and a lot of moving parts. And 100% accuracy is essential. You’ll need to be the sort of person that prides themselves on achieving this, and takes pride in a job well done.

4.3 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.
- a good understanding of what makes a strong commercial idea and concept.
- ability to think creatively, and come up with innovative solutions.
- ability to adapt to change, and be open to new ideas.
- understanding of charity supporter loyalty and the drivers of loyalty: commitment, satisfaction and trust.
- attention to detail and tenacity – leaving no stone unturned.
- excellent project management skills, including stakeholder management.
- 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 our Data Analyst (currently being recruited – do you know anyone for this role?) and with Kay our Loyalty Action Planner. 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: £35,000-£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 so 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

Who are we?

About Loyalty helps charities change the way they think about loyalty – to remember that at its heart, loyalty is the passion a supporter feels for the charity, driven by 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.

Our vision is to change the way charities engage all their supporters (and fundraise) right around the world.

We want to grow our reach and have more impact with some of the biggest charities in the UK. And we want to take what we know and help charities around the world. And it's not only big charities. Yes, we help those charities that have the biggest programmes, and the biggest impact on how people feel about charities. But we also want to help small charities, the bedrock of our sector, so we're developing more services specifically to help them.

Our goal is that every charity puts supporter loyalty at the heart of their supporter communications strategies. That they focus on growing long-term supporter loyalty rather than chase short-term targets; that they measure the impact of what they do on supporter loyalty; and that they develop supporter experiences that grow loyalty and maximise long-term supporter value.

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We are working to shift thinking in the charity sector, so that charities deepen their understanding of supporter loyalty and are set up to grow loyalty and grow value. Only by doing this can charities achieve more of their own goals, missions and visions. Fundamentally that's what we're all about. And we have a set of tools, resources, research, science, advice, insight and expertise to help charities on their journey to understanding and growing supporter loyalty.

Everything we do is driven by insight and science

We're driven by this insight to help charities in three areas:

We help charities to understand the unique drivers of loyalty for their supporters. We call this commitment, satisfaction and trust and we do this by helping them to understand what it is that motivates and inspires their supporters, what their supporters need, expect and value from their communications and how they can show their supporters that they are an effective steward of supporter donations to achieve their shared goals. With these insights, charities are able to 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' loyalty (their commitment, satisfaction and trust) and set benchmarks. This measurement enables charities to identify where they need to prioritise their supporter experience investments in order to have the biggest impact on growing loyalty and 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 are able to 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.

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 the feelings that people experience, "Loyalty", which is based on ten years of research with 100,000's of 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 loyalty. 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 - a win for the charities, for 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 services do we offer?

About Loyalty offers a range of services to help charities change.

The Chase Index

Perhaps best known for The Chase Index, this annual membership helps charities grow income through growing loyalty. We help charities measure loyalty, diagnose the drivers of loyalty, prioritise areas for intervention and then put action plans in place to grow loyalty. We do this through a combination of research and analysis, workshops and tailored planning sessions.

Loyalty measurement

Growing loyalty is important for all types of supporters. We have developed the insights and methodology to provide tailored modules for measuring the loyalty of campaigners and volunteers and 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 loyalty at the heart of its plans. We help segment supporters according to their needs and attitudes, to develop supporter journey strategies, to review existing products and develop new ones, to review their messaging and so much more.

It's exciting. It's important. And it's changing the world.