

POSITION VACANT

# Behavioural Scientist/ Behavioural Insights Specialist.

**Job type:** Full time/ part time

**Salary:** £30,000+ [Dependent on experience]

**Location:** Lincoln, UK\*

**Team:** Growth team

**Reporting to:** Delivery/ Operations Director/ Manager [new post]

**Closing date for applications:** 13th August

## Overview:

We are looking for a Behavioural Scientist/ Behavioural Insights Specialist to join our growing team. In this role you will head up our behaviour change programmes, uncovering insights that will help our clients to change behaviour.

In this role you will spend your time studying how the actions of people affect their development, their relationship with others and their future behaviours. You will be supported by two researchers who will assist you to uncover behavioural insights that will make a positive difference. You will also work with the wider team to propose solutions and design interventions that change behaviour and you will test potential solutions and ideas with the audience you are seeking to change.

\*We will consider home working for candidates currently living at a distance. Please specify if you wish to be considered for home working. Please note that there will be an expectation for you to come to our office in Lincoln at least two times a month and at times where team collaboration is better face to face.

## Key responsibilities:

- Investigating different health issues facing a subset of the population and developing interventions that combat those issues
- Gathering and analysing data about a particular group or population segment as it applies to a specific issue
- Leading on the delivery of short-term strategic research projects. These projects are most often commissioned by our clients and focus on understanding the behaviours and motivations of people and communities
- Overseeing the delivery of behavioural insight briefs which include health related behaviour change, crime reduction and environmental and social change briefs
- Understanding the suitability, feasibility and acceptability of interventions designed to change behaviour, including undertaking randomised control trials to test hypotheses, introducing nudge techniques, providing confidence in decisions
- Understanding how a customer's behaviour is tracked and collecting data and insights through analytical tools available
- Analysing and distilling data into important insights that are both useful and actionable
- Seeking out opportunities to improve the perception of behavioural science externally, promoting our work and the discipline by hosting webinars, talks and writing content on relevant topics
- Management of a team of two researchers.

## Person specification:

### We are looking for somebody who has:

- A Degree or Masters in a relevant discipline including Psychology, Behaviour Change, Behavioural Science
- Experience of a range of research methodologies (e.g., interviews, focus groups, trial design, nudge techniques), knows the basics of qualitative user research
- Must be versed in designing and interpreting experiments and some experience in running experiments, especially randomized controlled trials (RCTs). If you have not run an RCT, at least understand the process of how to run an RCT
- Knowledge of how to identify a behavioural problem and assessing potential solutions based on the literature
- Desirable: Experience running high-impact, real world experiments (either academic field experiments or in a business setting). This includes a deep understanding of proper experimental design, such as randomization, statistical power, and variance reduction and knowing the ins and outs of experimental design, not just the simple A/B testing that is often found in industry.
- Must also be able to analyse the results of experiments and share the findings with a broad audience. This includes the ability to produce draft reports and presentations [good writing skills and good communication skills]
- Desirable: Theoretical and technical knowledge to perform statistical analysis, including sampling, T-tests, probability distributions, statistical significance, and confidence intervals.

- Desirable: Experience of working in a dynamic, delivery-focused role such as managing the delivery of project-based behavioural insight and analysis.
- Strong knowledge of psychology – a deep knowledge of at least cognitive and social psychology. They should be well versed in the works of the field’s leaders, like Daniel Kahneman, Amos Tversky, Richard Thaler, Cass Sunstein, Dan Ariely, and Robert Cialdini.
- Capable of defining and applying key behavioural concepts such as dual process theory, bounded rationality, the psychology of habits, prospect theory, social norms, and temporal biases.
- A hunger for knowledge – going beyond the core books and frequently diving into academic papers to stay on the cutting edge.



## How to apply

- Covering letter describing your experience and value you would bring to the role
- CV
- Email both letter and CV to: [kelly@social-change.co.uk](mailto:kelly@social-change.co.uk)
- Deadline: 13th August 2021