



# IMPACT MANAGER

We are looking for a new manager to manage the development of system-wide evaluation, research and learning (ERL), using data derived internally (our CRM and reporting processes) and externally (including research).

# An introduction from the CEO

Dear candidate,

Thank you for your interest in joining this special charity with its vital role and unique culture. I hope that you find the following information useful in supporting your decision to apply.

The Spinal Injuries Association is committed to a singular vision: a fulfilled life for everyone affected by spinal cord injury. Everyone has a right to live a fulfilled life and that means the life they choose, a life that has the same opportunities as everyone else. We are the expert, guiding, voice for life after spinal cord injury.

We're the leading national charity supporting individuals who sustain damage to the spinal cord resulting in paralysis. We are a dedicated organisation providing high-impact, quality services for people with spinal cord injury and their families. All of our work is based on the personal experiences of our members.

Being a user-led organisation is important to us; more than 11,200 of our members, almost half of our staff and the majority of our trustees live with spinal cord injury.

You'll be joining the charity at a pivotal time in our development journey. Our passionate team are driving forward ambitious plans set out in a new 2030 strategy, to build on our success and achieve greater impact.

This post will play a critical role in achieving our ambitions.

We hope that the role inspires you and look forward to receiving your application.



**Nik Hartley OBE**

# About us

SIA is the expert voice and leading source of information and advice for people affected by spinal cord injury (SCI). For nearly 50 years, we've been supporting people with spinal cord injury and representing the wider SCI community to government and other decision-makers.

## Our Vision is

A fulfilled life for everyone affected by spinal cord injury

## Our Purpose is to be

The expert, guiding voice for life after spinal cord injury

### OUR GOALS

In 2023 we launched a new seven-year strategy, based around achieving three key goals:

- 1: A health and care system that works for people with spinal cord injury people
- 2: Double the number of SIA members accessing all the support and advocacy they need
- 3: A UK government and public championing our cause

### OUR APPROACH (to achieve our goals)

- Provide critical health and care support for all people with SCI
  - Coordinate a network of support services nationwide
- Build vital specialist health & care expertise across the sector
  - Campaign for change

### OUR VALUES (guiding everything we do)

- We will be Compassionate ...in our response to everyone who comes to us for help.
- We will be Inclusive ...not just in who we support and who works for us, but how we work.
- We will be Courageous ...bringing our passion, knowledge, skills and commitment to everything we do.
- And we will be Collaborative ...forging an ever-stronger movement of people and organisations.

[SIA website](#)

[Impact Report 2023](#)

[SIA Strategy 2030](#)



# OUR KEY ACHIEVEMENTS 2022/23

Membership  
of nearly

**16,500**

with a record 1,340  
new people with  
spinal cord injury  
seeking our support



"SIA have always been a  
source of reassurance,  
advice and support with  
all my enquiries. Cannot  
recommend them enough."

*Relative/friend of person with  
spinal cord injury*

More than

**1,400**

enquiries to our  
support line



"The NHS are too busy and  
waiting times for non-urgent  
care are too long to be effective.  
The service provided by the  
SIA has been essential to me."

*Person with spinal cord injury*

**Around 120**

community group sessions

run for people with spinal  
cord injury in their own  
communities by  
our support  
network team



More than

**1,600**

support sessions  
delivered to meet the  
practical and emotional  
needs of people with  
spinal cord injury



Nearly

**100** people with  
spinal cord injury

supported  
through our  
counselling  
service



**Over 97,700**

engagements on our social  
media channels with **more  
than 3,660 new followers**



"Brilliant website and so  
useful to be able to seek advice  
from professionals relating to  
such a specialist subject."

*Healthcare professional*

Almost  
**750** healthcare  
professionals

received training  
and education  
from our clinical  
specialist team



"You give me strength and  
help me believe in myself.  
So very grateful to have  
access to all SIA services.  
Everyone is amazing."

*Person with spinal cord injury*

**Over 110**

emergency care plans (ECPs)  
created giving people with spinal  
cord injury greater confidence their  
unique medical needs would be met  
if they were admitted to hospital



More than  
**127,000**

visits to  
our website

**Almost 600**

responses to our  
sector-leading  
'What Matters?'  
survey



"Essential practical, medical and  
emotional support for the injured  
person and family. You really  
changed the outcomes for the  
better. Thank you all so much."

*Person with spinal cord injury*

"I now have the confidence to improve  
my routine and know I can get back  
in touch if I need more help. I really  
didn't know who to speak to about  
my difficulties, so I just put up with  
everything. You have made such a  
massive difference to me."

*Person with spinal cord injury*

**Over 750**

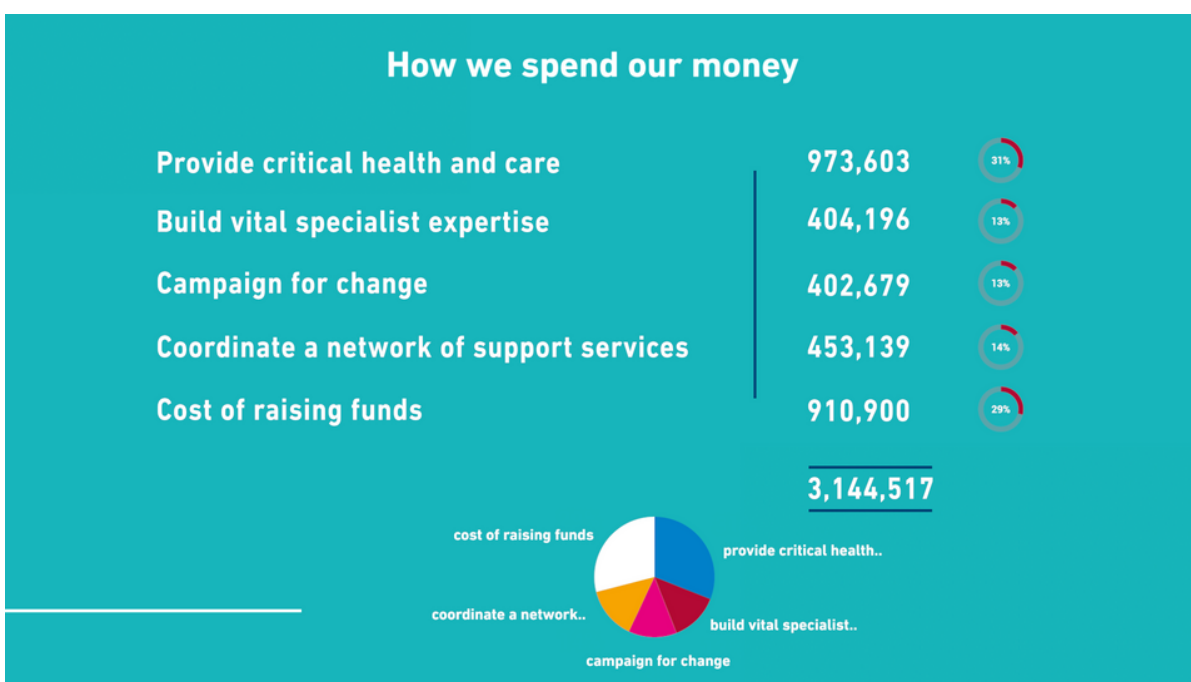
referrals to our  
spinal cord injury  
clinical specialist  
service



BBC Breakfast News,  
Channel 5 News, the  
Daily Express and Daily  
Telegraph – **just some of  
the places our stories  
appeared over the year**

# What we do with our money

We are enormously grateful to everyone who supports us throughout the year. Here is what we do with our money:



From 2022/23 financial year

# Role requirements

**This is an exciting role, under SIA's Frank Williams academy. The role will manage the development of system-wide evaluation, research and learning (ERL), using data derived internally (our CRM and reporting processes) and externally (including research).**

**The role will contribute to the goal of the academy - to create the systematic change across our sector.**

**The role will have the opportunity to lead on the development of our ERL framework and future research projects that will deliver positive impact for our members, friends and families of people living with a spinal cord injury and health care professionals.**

# Key responsibilities

You will be responsible for the following areas:

## Evaluation, Report and Learning:

- Develop a charity wide Evaluation, Report and Learning framework.
- Work with teams across the organisation to implement and embed systems, processes, and tools to improve the collection of data and evidence.
- Identify where there are gaps in evidence base and make recommendations.
- Collate data from different areas of the charity and present this in an appropriate format i.e. spreadsheets, dashboards, presentations, or reports (quarterly or annually).
- Analyse and translate impact data that monitors, reports, and demonstrates the impact of our projects and programmes.
- Communicate data requirements with teams and stakeholders from across different areas of the charity.
- Support and develop the credibility of our evaluation, reporting and learning position / framework.
- Lead on our annual 'What matters' survey, for our members, producing a high impact report.

## Research

- Work with teams across the organisation to identify research programmes that are focused on the needs and priorities of people with a spinal cord injury.
- Work with external stakeholders / third parties, managing relationships to ensure their work meets agreed objectives.
- Translate research into meaningful and actionable recommendations.
- Develop accessible and engaging ways to share findings to our internal and external audiences.
- Establish research opportunities through partnership / stakeholder engagement that supports SIA to deliver evidence that supports our 2030 strategy.
- Represent SIA at conferences or research events where appropriate.

## Other teams

- Support campaigning activity by devising and compiling questionnaires, market research, case studies, edited film materials, and surveys.
- Work with the communications and engagement team to ensure that research and other reports generated by SIA are routinely shared on the SIA website and other social media platforms.

# Person specification

Personal attributes	Essential	Desirable
You are articulate, listen well and invite dialogue.	x	
You are a determined, proactive, energetic and resilient professional.	x	
You are committed to EDI and desire to help create a culture with these values at its heart.	x	
You uphold the highest standards of personal conduct, probity, credibility, honesty and integrity.	x	
You are self-motivated with excellent time management and organisational skills.	x	
Knowledge, experience and skills		
Strong analytical skills to monitor and interpret data and reports	x	
Ability to present and communicate complex data clearly and concisely.	x	
Ability to work collaboratively with diverse stakeholders, including those with not from a data background.	x	
Ability to support with drawing conclusions from data and communicate this to stakeholders.	x	
Ability to establish working relationships with external stakeholders, such as academics, funders and individuals with lived experience.	x	
Experience of selecting or designing research frameworks, methodologies and methods.		x
Experienced in conducting research projects using various methods, including qualitative and quantitative approaches.		x
Experience of working on cross organisational projects.		x
Project and time management skills, ability to manage competing priorities, and adapt to changing environment with support from line manager.		x
Familiar with database management systems e.g. Dynamics, CRM.		x
Familiar with data sharing programmes e.g. MS PowerBI, and/or other analytical tools.		x
Familiar with statistical concepts and methods.		x
Experience of working / understanding data-related trends and methodologies.		x



# Person specification

General		
You share our passion for SIA's vision, purpose and values.	x	
Strong IT skills including MS Excel and MS PowerPoint skills	x	
Commitment to the importance of this role and to SIA's core values	x	
Understanding of and/or lived experience of living or working with spinal cord injury.		x
Knowledge of and/or working experience in the UK voluntary sector, in particular disability charities		x

# Salary, hours and benefits

- Salary: £39,690 per annum
- Contract: Permanent
- Hours: 35 hours per week, Monday – Friday. This role is based at SIA House, Milton Keynes, We offer hybrid working with the expectation of three days per week in the office.
- Annual leave: 28 days per holiday year plus bank holidays, increasing to 30 days after two years of service (pro-rated for part time employees)
- Access to Group pension scheme (6% employer contribution)
- Access to Group life assurance scheme
- Access to Healthcare cash plan
- Access to Employee assistance programme (EAP)
- Employee volunteer days
- Discounted gym membership at many top gyms across the country
- Free car parking at SIA House
- £500 personal training & development budget for all staff and ongoing support for CPD & professional qualifications where applicable.

## Application process

At SIA, we value diversity. We are committed to providing an inclusive and supportive environment as we believe diversity fosters a more innovative, creative, and caring culture. We are striving to create a culture that fully represents all the communities we serve. We are an equal opportunity employer, and all applicants will be considered for employment regardless of race, age, ethnicity, religion, sexual orientation, gender, gender identity, family or parental status, or disability status. Disabled candidates who meet the standard job criteria will be offered a guaranteed interview.

For more information about the role please contact: Kerry Pratt, Head of academy. Email address: [k.pratt@spinal.co.uk](mailto:k.pratt@spinal.co.uk)

In order to apply, please click [here](#). You will need to upload:

- Your CV.
- A cover letter outlining how your skills and experience match the job specification.

**CVs without a cover letter will not be accepted.**

Closing Date: Wednesday 10 April at 9am.

Interviews: Thursday 18 April at SIA House, Milton Keynes or online via Microsoft Teams.