30 OCTOBER 2026

Head of Strategy

Job Description and Person Specification

Job title	Head of Strategy
Reports to	Director of Research, Insight & Strategy
Line management	Team of 4 consultant strategists, UK and Europe
Team	Research, Insight & Strategy
Location	Hybrid, with regular travel to London and occasionally to Amsterdam
Hours	Full time [0.8 FTE would be considered]
Salary	Around £70,000 full-time equivalent
Contract	Permanent

Introduction

About MiExact

MiExact helps organisations understand and respond to some of the most important moments in people's lives.

When people move home, retire, lose someone close to them or start thinking about the end of their own life, their needs and priorities change. These moments matter to all kinds of organisations, but particularly to charities. They can be moments that deepen connection or disrupt relationships – so how organisations respond at these crucial life events matters enormously.

We hold more than 30 years of data about these life events. We combine this with our research into legacy giving, in memory giving and charity brands, drawing on the expertise of Legacy Futures, Smee & Ford and CharityTracker.

Our ambition is to become the leader in life events intelligence – helping organisations understand their audiences better and build relationships that last a lifetime, and beyond.

About the team

Our Research, Insight & Strategy team turns our data and research into insight, and insight into action.

The team brings together our research programmes and strategic consultancy in the UK and Europe, working closely with our Data and Insight team.

We have deliberately brought our strategists together as one team rather than organising them around individual products. Each person brings their own expertise – whether that is legacy giving, in memory giving, brand, audience strategy or training – but works across our clients, products and markets.

The team has an important commercial role, generating consultancy and research revenue. But it also has a wider role in the business. It helps build MiExact's reputation and thinking, develops senior relationships across the charity sector, supports the growth and retention of our subscription products and helps us identify new questions that our data, research and products should answer.

About the role

This is a new role and an important appointment for us.

You will lead our team of consultant strategists in the UK and Europe, take responsibility for our most significant strategic consultancy projects and own the commercial performance of our consultancy business.

We already have deep and widely recognised expertise in legacy and in memory giving. We now want to build the same strength in brand and audience strategy, and you will lead that work.

CharityTracker, our charity brand tracking service, will be an important part of the role. You will work with senior brand, marketing and communications teams at our charity clients, helping them understand what their tracking data is telling them and what they should do about it. You will lead annual brand reviews, develop strong senior relationships and identify opportunities where we can help clients go further through additional research or strategic consultancy.

We are looking for someone who is first and foremost a very good strategist – curious, able to make sense of complex information and good at getting to the heart of a problem. You will also be a capable leader, comfortable with clients and commercially minded.

You do not need to be a legacy giving expert. We already have plenty of that expertise in the team. We are particularly interested in what you can bring in brand, audiences and strategy.

Key responsibilities

Lead and develop our strategy team

You will:

- Lead, manage and develop the team of consultant strategists in the UK and Europe.
- Bring the team together as one group working across products and markets, making the best use of people’s skills and experience.
- Set high standards for our consultancy work and develop the approaches, methods and frameworks we use.
- Help our strategists develop their skills and careers, giving them good feedback and opportunities to stretch themselves.
- Build our capability in brand and audience strategy alongside our existing strengths in legacy and in memory giving.

- Work closely with our client services team to manage the balance between the work we have sold and the capacity in the team, including the use of freelance associates and partners where we need them.

Build our brand and audience strategy offer

A particular priority will be developing our capability in brand and audience strategy.

You will:

- Develop brand and audience strategy as a core part of our consultancy offer.
- Lead annual brand reviews with CharityTracker clients, helping them move beyond the numbers to understand what their data means and what they should do next.
- Build strong relationships with senior brand, marketing and communications leaders.
- Understand the bigger questions our clients are trying to answer and identify where further research or consultancy could help.
- Work with our research team to make sure CharityTracker continues to answer the questions that matter to charity leaders.
- Bring brand and audience thinking into our legacy and in memory work – helping clients understand the role that brand, trust and long-term relationships play in these forms of giving.

Leading major consultancy projects

You will personally lead some of our most important strategic work.

That will include:

- Working with clients to understand the real question they are trying to answer and designing the right project around it.
- Leading projects from initial scope through research and analysis to strategy and recommendations.
- Working directly with senior leadership teams, fundraising and marketing leaders and trustees.
- Bringing together different sources of evidence – including our own data, client data, desk research, qualitative research, surveys and brand or audience data – and finding the story within them.
- Turning complex evidence into clear choices and practical recommendations.
- Designing and leading workshops, both online and in person.
- Working with external specialists, including creative agencies, where they can add something we do not have in-house.
- Helping clients understand whether the strategy is working and turning our best work into useful case studies.

Run a successful consultancy business

You will own the commercial performance of our consultancy work.

You will:

- Agree annual revenue and profit targets with the Director of Research, Insight & Strategy and take responsibility for delivering them.
- Keep a clear view of our pipeline, revenue, margin and team capacity.
- Scope and price projects properly and make sure the work we deliver achieves the margin we expect.
- Decide, with the Director, where we should develop our consultancy offer – what we should do more of, what we should stop doing and where there are opportunities to build new services.
- Work with our commercial team to ncrease the proportion of higher-value strategic work we do.
- Work with Client Services to make sure projects are well run and clients have a consistently good experience.

Help us grow

You will play an active role in growing the business, particularly where clients are looking for strategic support.

You will:

- Work with our Commercial team on significant new business opportunities and lead the strategic thinking in pitches.
- Help clients shape larger pieces of strategic work, sometimes before there is a formal brief.
- Spot opportunities to do more with existing clients, particularly CharityTracker clients and members of our research programmes.
- Build relationships across the charity sector that lead to new conversations and opportunities.
- Help us develop new consultancy services where you see an unmet need.

Build our external profile

We want MiExact to be known not simply for the data we hold, but for what we think.

You will help us develop a distinctive point of view about charity brands, audiences and long-term supporter relationships.

You will:

- Speak at conferences, webinars and sector events.
- Write and contribute to articles, reports and other published work.
- Work with our Research team to find interesting stories in our data and turn them into useful sector insight.
- Develop new thinking, frameworks and approaches that strengthen our consultancy and give people a reason to seek us out.
- Build relationships with organisations such as the Institute of Legacy Management, Remember A Charity and the Chartered Institute of Fundraising.

Who you will work with

You will report to the Director of Research, Insight & Strategy and work particularly closely with the Head of Research.

You will also work with our Data and Insight team on client analysis, our Commercial team on new business and account growth, Client Services on project delivery, and our Product and Marketing teams as we develop and promote our services.

Externally, you will work with senior fundraising, brand, marketing and communications leaders at charities in the UK and Europe, as well as sector bodies, partners, agencies and freelance specialists.

What success looks like

After your first year, we would expect to see:

- A strong strategy team working effectively across our different products and markets, with clear expectations and development plans for each person.
- Consultancy meeting its revenue and profit targets.
- A strong programme of annual brand reviews in place for CharityTracker clients, with clients seeing clear value from them.
- Brand and audience strategy established as a credible and growing part of our consultancy offer.

- More high-value strategic projects being won and delivered.
- Stronger senior relationships with our clients, creating opportunities for us to do more with them.
- Our MiExact brands becoming increasingly recognised for its thinking on charity brands, audiences and long-term supporter relationships.

About you

You are an experienced strategist who enjoys getting underneath difficult questions and making complicated things simpler.

You are comfortable moving between data and ideas, between leading a team and getting personally involved in a project, and between doing excellent work for a client and thinking about how that work creates a successful consultancy business.

You will probably have developed your career in one of two places. You may be a senior strategist or planner in a brand, communications, research or fundraising agency. Or you may have held a senior brand, audience, insight or strategy role within a charity.

Either way, you will understand charities and be motivated by the work they do.

Essential:

- Significant experience in brand, audience or communications strategy.
- Experience of leading and developing other strategists or consultants.
- Strong experience of working with senior clients or stakeholders and the confidence to challenge their thinking when necessary.
- The ability to use research and data to develop strategy, rather than simply report what the data says.
- Experience of bringing together different sources of information and turning them into clear insight and recommendations.
- Experience of leading significant strategic projects from an initial question through to recommendations and implementation.
- The ability to communicate complicated ideas simply, both in writing and in person.
- The confidence to present to senior leadership teams, boards and external audiences.
- Good judgement, curiosity and an instinct for asking the right questions.
- A genuine interest in charities and the causes they exist to support.
- An appetite for working in a commercial business where growth, revenue and profit matter alongside doing good work.

You do not need to arrive knowing everything about legacy or in memory giving. We have people in the team who have spent their careers building that expertise.

Desirable

It would be particularly useful if you have experience of one or more of the following:

- Charity brand or audience strategy.
- Brand tracking or brand health measurement.
- Qualitative or quantitative research.
- Designing and facilitating workshops.
- Developing new consultancy services or propositions.

- Commercial experience – ideally including responsibility for a P&L, portfolio or significant budget, and experience of pricing and managing profitable work.
- Experience of winning new work and developing existing client relationships. Speaking or writing publicly about your area of expertise.