

HEAD OF RESEARCH, POLICY AND INSIGHTS

Job Title: Head of Research, Policy and Insights,

Reports to: Director, OKRE

Location: London, Euston or hybrid

Working Pattern: Full-time (Mon-Fri, 35 hours per week) 3 days per week in the office

Salary: £60,000

Contract: 24-month Fixed Term Contract (with potential for extension)

INTRODUCING OKRE

At OKRE, we believe entertainment is one of the most powerful ways in which people come to understand the world. A great film, TV show or game can spark new conversations and shift public perceptions.

OKRE exists to unlock that potential. Operating as a centre of excellence for organisations seeking to understand and engage with the entertainment industries, we work at the intersection of entertainment, research, lived experience and social impact sector — helping stories rooted in real-world issues reach and resonate with wider audiences.

We support:

- **Creatives, Commissioners and Producers** – providing funding, access to insight, expertise and lived experience to inform compelling, socially-conscious storytelling that appeals to their audiences
- **Academic Researchers, Charity and People w. Lived Experience** – helping them collaborate with the entertainment industry to bring complex ideas and underrepresented stories to life.
- **Entertainment Industry and Change Makers** – by generating thought leadership, sharing best practice, and measuring the impact of storytelling on attitudes, beliefs and behaviours.

ROLE PURPOSE

OKRE has a small team with a wide remit. This is a new and exciting leadership position, at a pivotal moment in our growth. As the **Head of Research, Policy and Insights** you will be working alongside the senior leadership team – including Director, Head of Operations, Head of Programmes and Engagement, and Head of Marketing and Communications – to define OKRE's strategic direction.

You will establish an ambitious and credible research, policy and insights function, developing an impactful programme of work that deepens our understanding of how entertainment shapes the world. A cornerstone of this work will be the creation of the **Entertainment Impact Index**, a pioneering framework that explores how TV, film, video

games and digital content influence public attitudes, perceptions and behaviours across a range of social and policy issues. It's a key recommendation from OKRE's report '[Delivering social impact in entertainment content – priorities, approaches & challenges.](#)', and builds upon the work from our [Entertainment Industries Taskforce](#).

You will work collaboratively across sectors - spanning the screen-based entertainment industry, academia, and the charitable sector - to generate thought leadership that drives meaningful change.

You'll build upon existing projects – including an [econometric study looking at the social and cultural value of the UK games sector](#); and our [report on creative strategies for bringing climate topics into wider audiences](#) – while setting a forward-thinking agenda that embraces new technologies, trends and evolving entertainment formats.

This role is about more than just understanding the world outside OKRE. It's about connecting the dots between cultural trends and the work happening across our organisation – bringing together external research and internal learning to surface powerful insights. You'll play a key role in demonstrating the difference OKRE is making, helping us understand and articulate our impact in ways that inform our programmes and strategy.

We're looking for a strategic, methodical thinker who brings intellectual curiosity, analytical rigour, and a passion for turning evidence into real world influence.

KEY RESPONSIBILITIES

The following provides a summary of the main responsibilities of the Head of Research, Policy and Insights role. It is not exhaustive. The role is designed to evolve with the postholder and the organisation's needs. You will be expected to exercise initiative and may need to take on other responsibilities, provided they are reasonable and in line with the purpose and level of the role.

Strategic Leadership and Organisational Influence

- Lead the development and delivery of OKRE's research, policy and insight strategy, ensuring it aligns with and drives the organisation's mission and growth ambitions.
- Collaborate closely with the Senior Leadership Team to embed a culture where evidence and insight actively shape decision-making and strategic planning across all teams.
- Develop and implement approaches to using research and insight - both from external trends and internal learning - to inform programmes design and organisational priorities.
- Guide and coordinate OKRE's relationships with research partners and policy experts, supporting both internal and external teams engaged in evidence and insight work.

- Stay ahead of emerging developments across entertainment (TV, film, games, creator content) and social impact (behaviour and narrative change), ensuring OKRE's research agenda is relevant, innovative, and influential.

Research and Policy Development

- Lead high-quality, rigorous research projects that deepen understanding of how entertainment shapes attitudes, behaviours and social outcomes, including flagship initiatives like the Entertainment Impact Index.
- Translate complex research findings into clear, actionable insights, policy narratives, and tools that inform decision-making internally and influence key external audiences.
- Ensure research activities meet the highest standards of intellectual rigour, ethics and transparency.
- Shape and advance a learning agenda that reflects the needs of OKRE's key stakeholders and supports the OKRE's ongoing development.

Evidence, Insight and Organisational Impact

- Connect internal insights with external evidence and cultural trends to build a clear picture of OKRE's influence in the world.
- Work with colleagues to ensure that strategic decisions are informed by meaningful data and evidence. Develop smart, adaptive approaches to gathering insight from across OKRE's work—identifying what's working, where we're having impact, and how that learning can shape future direction.
- Provide insight and recommendations that support the development of programmes such as the OKRE Summit and OKRE Fund.
- Design practical tools and approaches that help colleagues make sense of the work and communicate impact in compelling, accessible ways.

External Engagement and Partnership

- Act as a public representative of OKRE, contributing to external events as a trusted thought leader
- Identify opportunities for new collaborations, funding and research projects that advance OKRE's mission and visibility.
- Build and maintain strategic relationships with partners and stakeholders across the entertainment, charity and academia.

PERSON SPECIFICATION

We're looking for a strategic thinker with a researcher's mindset. You don't need to have followed a traditional path into research or policy, and you don't need to have done it all before. If you're excited by big questions, eager to learn, and comfortable navigating complexity, we encourage you to apply. What matters most is your drive to turn insight into impact.

You must already have the right to work in the UK. We are unable to provide visa sponsorship.

Ideally, you'll be/have:

- Interest in entertainment and its role in shaping perceptions, narratives and social change.
- Experience leading or shaping research, insight or policy initiatives that have informed real-world change—whether in government, think tanks, industry, academia or the cultural sector.
- Experience producing high-quality research outputs, from reports to strategic briefings—even if not the primary writer.
- Understanding of a range of research methodologies (qualitative, quantitative or mixed methods), and confidence in commissioning or overseeing evidence-led work.
- Strategic thinker with experience applying insight to shape direction, drive decisions or influence stakeholders.
- Strong organisational skills and the ability to lead complex projects from planning to delivery—tracking progress, adapting when needed, and keeping others aligned.
- Resourceful and solution-focused, able to think laterally, manage competing demands, and keep things moving in a fast-paced, evolving environment.
- Excellent communicator—confident turning complex information into clear, compelling narratives or reports, whether as a writer, editor or strategic lead.
- Strong interpersonal skills, with the ability to build trusted relationships across sectors and work collaboratively with a wide range of people.
- Comfortable taking ownership of work, managing your own time and communicating clearly when deliverables are interdependent.
- Enthusiastic about working in a hybrid, collaborative environment as part of a small and growing team.

Desirable (but not essential)

- Experience working within or alongside the entertainment, media or creative industries (e.g. TV, film, gaming, digital content).
- Understanding of policy influence and advocacy, and how research contributes to public or policy conversations.
- Networks within research, culture, academia, tech or public policy sectors.
- Experience working in start-up, cross-disciplinary or experimental environments.
- Advanced degree (e.g. Masters or PhD) in a relevant field such as public policy, media studies, sociology, cultural studies, behavioural science or similar.

BENEFITS

- Optional enrolment into OKRE's workplace pension scheme.
- Free access to Wellcome's onsite Nuffield Gym.

- Access to Employee Assistance Programme.
- Access to a varied menu of hot and cold food options at Wellcome's staff food outlets, at prices substantially lower than Central London averages.
- Great views over the city from our 6th floor central London office opposite Euston station. We are based in the building that houses the Wellcome Collection, a museum and library connecting science, medicine, life and art.

HOW TO APPLY

To apply please send a CV and cover letter specifically responding to these three prompts/questions (no more than 200 words per answer):

- 1) Give us an example of something that has sparked your interest in the social impact of screen-based entertainment (tv, film, digital content, gaming), and why.
- 2) Please share an example of a research project or strategy you led that addressed a significant social or policy challenge. How did your work influence thinking, behaviour or decisions (beyond academic circles)?
- 3) Describe a time you communicated research or insights to multiple audiences. How and why did you adapt your approach to different groups? What new insights did you gain from this experience about effective communication, or what did it confirm about your existing approach?

Please send in your application via email to officemanager@okre.org. Deadline for submitting applications is 09:00 Monday 11th August 2025.

Please note this is a re-advertised role. Previous applicants need not apply.

A NOTE ON USE OF AI

If you're thinking about using AI, we ask that you consider what value it adds. At OKRE, we're all about understanding authentic experiences. We're looking to understand your unique skills, experiences, motivations and perspectives, and find that comes through best in your own voice.

DIVERSITY AND INCLUSION

Diversity and inclusion are part of the very essence of the work we do.

We're not perfect, but we are committed to improving our ways of working, and finding ways to enable a more inclusive environment.

If you would like us to make adjustments during the application process, please contact us by emailing officemanager@okre.org with the subject line 'Application Process'.

We expect our team to treat others on their merits and challenge any form of direct or indirect discrimination, victimisation, or sexual, racial or any other type of harassment.

FEEDBACK & PROCESS

Our recruitment process involves application, shortlisting, interview and assessment, offer, references, onboarding.

We are unable to provide feedback to every application. We will confirm receipt of your application via email.

We aim to invite shortlisted applicants to interview w/c 18th August. Only candidates selected for interviews will receive feedback if requested.

Confirmation of themes/questions for interview and any guidance for assessment will be shared with short-listed candidates in advance.