



Research and Data Analyst (UK)

LOCATION: London (Monday-Thursday in the office)
CONTRACT: Full-time
SALARY: £32,500-£42,500
START DATE: July 2025

ABOUT MORE IN COMMON

More in Common is a research agency working across the US, UK, Germany, France, Poland and Brazil to tackle polarisation and division. More in Common leads and supports initiatives to build more united, inclusive, and resilient societies. Our mission is to understand the forces driving us apart, help societies find common ground and bring people together to tackle shared challenges.

In the UK, our work is best described as being part consultancy and part think tank. We provide a full suite of research services including polling and focus group research; evidence reviews and secondary data analysis; audience mapping and audience strategy; strategic communications strategy and campaign development. More in Common are members of the British Polling Council.

Our work is informed by our ground-breaking segmentation of the British public. This unique values-based lens to our quantitative and qualitative research means we can understand not only what the public thinks on the big challenges facing British society today – but crucially why they think it. Our insights help leaders in government, the media, business, and civil society to develop better strategies and communications – particularly in reaching disengaged communities far from the Westminster/London bubble – and to better navigate tricky and divisive issues.

Over the last year, More in Common has published agenda-setting thought leadership on a whole range of debates facing British society – from exploring the public's starting points on climate action and tackling crime and anti-social behaviour; to understanding how the British public is navigating major debates from trans and gender identity to the conflict in Israel and Palestine; to highlighting the public's expectations on mental health reform and what's next for the levelling up agenda. Our work is regularly covered in the British press and media and we've developed a series of partnerships with broadcasters and newspapers to deliver top-quality research insights.

Through our consultancy, More in Common has also supported dozens of partners with

insights and strategic communications support. We've helped national institutions such as the BBC, British Library and National Trust to better understand and communicate with their audiences, we've helped partners in government and civil society with the set-up and delivery of the Homes for Ukraine scheme, and we've supported a range of partners to prepare campaigns, messaging and policy proposals from the National Farmers Union to the Joseph Rowntree Foundation among many others.

In 2025, More in Common has a range of exciting projects in the pipeline, including:

- Refreshing our core values model with a deeper understanding of the attitudes and worldviews that shape the most important divides in Britain in 2025
- Supporting the aid sector to deliver more effective messages to reach beyond their highly engaged activist base
- Working with video game designers to develop strategic interventions with low-trust groups to tackle disinformation
- Developing new strategies to talk about men's health issues in ways that avoid culture war traps
- Expanding our international research offer
- Working with national institutions to help them better understand their audiences and users
- Working with leading transport authorities and think tanks to help navigate backlash against active transport and public transport initiatives.

DIVERSITY + EQUITY + INCLUSION

We will have a better chance of uniting divided societies if our team reflects a broad range of social and cultural backgrounds, beliefs, political opinions, and life experiences. We particularly encourage applications from underrepresented and minority communities.

ABOUT THIS ROLE

More in Common is seeking a full-time Research and Data Analyst as we grow our team and advance our mission of building a more united and inclusive UK, where all people feel respected, better understood, and share a sense of belonging. More in Common UK is a small team with a start-up culture where everyone is expected to execute a range of responsibilities. The Analyst will serve as a key member of the UK team, supporting our core areas of research, communications, partnership, and client work. The role will report to our Research and Analysis Manager.

Analysis

- Translating public opinion data into insights for diverse audiences including policymakers, media, and the general public
- Performing analysis using techniques including cluster analysis, multi-level regression modelling, conjoint analysis and MaxDiff analysis
- Telling compelling stories through creative data visualisation

- Proactively expanding the team's analytical capabilities

Research

- End-to-end project management for public opinion research projects from design to execution, analysis and presentation of insights
- Conducting quantitative fieldwork including survey drafting and executing advanced survey experiments
- Upholding a culture of best research practice, including supporting global colleagues with research queries

Dissemination and partnerships

- Managing external relationships with clients, partners and research vendors
- Identifying and recruiting new partners and opportunities across business, civil society and the public sector
- Designing insights products to disseminate our insights and research
- Developing press releases for journalists, including conducting data checks
- Drafting and co-authoring public-facing research reports and briefings

QUALIFICATIONS AND EXPERIENCE

Proficiency in coding in R is a requirement for this role.

Beyond this, the following would be an asset:

- Demonstrated expertise extracting meaningful insights from complex data sets
- Strong data visualisation skills, with the ability to communicate insights to diverse audiences
- Good understanding of statistical methods including regression modelling and hypothesis testing
- Keen interest in learning new analytical techniques
- A track record of project management
- Curiosity for understanding and engaging people, and a desire to tell new stories that focus on building upon common ground in Britain today
- An understanding of the UK political system and a keen interest in current affairs and UK public policy
- Professional background in public opinion or market research would be desirable.

JOINING MORE IN COMMON

With around 60 staff across seven countries, each member of our team makes a vital contribution to our impact, and we put a strong emphasis on team selection and values. We look for people who:

- Are strategic, rigorous, restless, energetic and creative
- Are able to think ahead and get big stuff done
- Are committed to a process of ongoing learning

- Have direct experience with and understand people from different perspectives and backgrounds
- Are excited to do work that works across political divides and that promotes shared national identities
- Are interested in reaching left behind communities
- Are excited to work with heart as well as head
- Want to be part of finding practical solutions

COMPENSATION

- Competitive salary (between £32,500 and £42,500) along with generous leave policy
- Personal learning and growth budget

HOW TO APPLY

The application deadline is **23:59, 2 May 2025**.

Applications should include a CV and a cover letter (max one page).

Please **apply** via our [website](#).

A note on cover letters: we recognise that applying for a job is time-consuming and that generative AI tools can be helpful in the writing process. However, candidates shine best when they express themselves and their ideas in their own words. We therefore recommend that applicants avoid using these tools when preparing application documents.

Indicative Timeline (please note these dates remain subject to change)

- Initial conversation with Research and Analysis Manager w/c 12 May
- Meetings with Team Members: From 19 May
- Written Exercise: 22-26 May
- Final panel interview with UK Director: 30 May

We hope to make an offer to the successful candidate by 6 June 2025.