



Registered charity number 1153429

# VISIBILITY RESEARCH LEAD INFO PACK

## Introduction

Women's sport is no longer an emerging space, it is one of the most significant growth opportunities in sport. Audiences are growing, investment is increasing, and visibility is rising across broadcast and digital platforms.

Progress, however, is uneven. Breakthrough moments are not always translating into sustained audiences, long-term investment or structural change. Decisions made now will determine whether this growth becomes a lasting, self-sustaining system, or remains fragile.

Women's Sport Trust (WST) exists to ensure the momentum behind women's professional sport leads to meaningful, long-term impact. We focus on the parts of the system that determine whether women's sport can grow and succeed, from who is visible, to how attention is created, where investment flows, and what is built to last.

We operate at the centre of the sports ecosystem (working across governing bodies, broadcasters, brands, athletes and policymakers) to ensure better

decisions are made, faster, and with greater alignment.

As we enter the next phase of growth, the role of independent, credible insight and strategic challenge has never been more important.

## Our vision

A world where women's professional sport is valued, independently successful and driving positive social change.

## Who we are

We are an independent UK charity that works to make women's sport more visible, viable and valued.

We are a small organisation with a system-wide role. Our impact comes from our independence, our ability to connect different parts of the ecosystem, and our focus on the decisions that shape long-term change.

We are not a delivery organisation or a participation body. Our role is to influence how the system works, by providing trusted data, shaping narratives and convening the people who make decisions.

Our work focuses on the key areas that determine whether women's sport can grow and succeed on its own terms:

### 1. Role Models

Who is seen, heard and valued - and whether women and girls can see a version of themselves in sport.

### 2. Media Coverage

What is shown, how attention is used, and whether women's sport is consistently visible across broadcast, digital and social platforms.

### 3. Commercial Value & Sponsorship

How value is understood, where investment flows, and whether women's sport is being backed in ways that support long-term growth.

### 4. System & Infrastructure

What is prioritised, built and sustained from leadership and decision-making to the structures that allow progress to last.

Through insight, challenge and convening, WST helps the industry understand what is changing, where the blockers remain, and what needs to happen next.

## Role Purpose

Support the delivery of Women's Sport Trust's Visibility research programme (three reports per year) by leading on broadcast and digital data analysis, insight development and report creation. This role requires a strong understanding of media measurement (broadcast + social/digital) and the ability to turn complex datasets into clear, accurate and insightful outputs.

Our report cycle runs three times a year - typically June/July, September/October and January/February. The current report will be published on 2<sup>nd</sup> July, and work on the next report, due in early October, is already underway.



## Role Overview

This role sits at the centre of WST's Visibility research programme, supporting the delivery of three flagship reports each year. It combines data analysis, insight development and report creation, with a particular focus on broadcast and digital media measurement. Working closely with the CEO, who leads stakeholder relationships and overall narrative direction, the role is responsible for interrogating complex datasets, shaping meaningful insights, and producing high-quality outputs that are trusted across the industry.

## Key Responsibilities

### 1. Visibility Planning & Data Scoping

- Support the development of report page plans several months in advance
- Help define:
  - Key questions the research needs to answer
  - What data is required to support those questions
- Work with the CEO and data partners (e.g. GSIQ) to:
  - Specify required data cuts and outputs
  - Ensure the right data is commissioned from the outset

### 2. Data Analysis & Interpretation

- Analyse and interpret broadcast (BARB/GSIQ) and digital (Tubular Labs, Meta etc.) datasets
- Interrogate data to ensure it:
  - Answers the right questions
  - Reflects the reality of the market
- Identify key trends, anomalies and meaningful insights

### 3. Broadcast & Digital Data Delivery

- Work with GSIQ to ensure broadcast data outputs match the agreed page plan:
  - Request specific cuts
  - Refine outputs where needed

- Sense-check data against expectations
- Independently extract, analyse and interpret digital data using platforms such as Tubular Labs and Meta tools
- Prepare in advance for digital analysis by:
  - Defining what data needs to be pulled from digital platforms
  - Structuring how that data will be analysed once available
- Ensure consistency and alignment between broadcast (GSIQ) and digital datasets

#### **4. Insight Development**

- Translate complex data into clear, relevant insights
- Distinguish between:
  - Interesting vs important
  - Positive vs sensitive findings
- Support the CEO in shaping the narrative direction

#### **5. Report Creation**

- Build and structure report decks:
  - Develop and refine report structure based on agreed page plans
  - Create logical slide flow
- Translate data into:
  - Clear charts
  - Insight-led headlines
- Ensure outputs are visually consistent and easy to understand
- Manage approval processes with data partners - ensuring slides, press releases and other outputs that reference third-party data are submitted for sign-off ahead of publication.

#### **6. Quality Control & Accuracy**

- Own data accuracy across all outputs
- Cross-check figures across slides, charts and messaging
- Support final review and sign-off process

#### **7. Stakeholder Support**

- Support stakeholder processes by:
  - Preparing materials for review
  - Incorporating feedback into reports
  - Flagging any sensitive or potentially negative findings
- Work closely with the CEO, who leads stakeholder relationships

#### **8. Inside Track (Emerging Area)**

- Support development of deeper insight outputs for members
- Extend analysis beyond core reports where needed

## **Working Style**

- Delivery is cyclical, with intense periods around report deadlines
- Requires ability to:
  - Work at pace
  - Manage multiple workstreams
  - Maintain accuracy under pressure

## Contract Details

<b>Period of contract</b>	1 year initial contract (subject to probationary period)
<b>Pay</b>	£1,000 per month (equivalent to £60k pro rata). This is a freelance contract - you will be responsible for your own tax arrangements.
<b>Start date</b>	Immediate. We are looking for someone to start immediately and hit the ground running.
<b>Time requirement</b>	<p>The role is designed to average approximately 1 day per week across the year. Work is flexible and output-driven rather than fixed hours.</p> <p>The workload is cyclical, with quieter periods focused on planning and preparation, and more intensive periods around report delivery deadlines. During peak periods, additional time may be required, balanced by lighter periods at other points in the cycle.</p>
<b>Location</b>	Remote - WST staff and Trustees are located across the UK and full use of technology to communicate.
<b>Resources</b>	You will need to have your own computer and reliable internet access, other reasonable expenses are paid.
<b>Closing Date</b>	Friday 3 <sup>rd</sup> July. Interviews to be held in July.
<b>How to Apply</b>	Please send a CV and supporting letter to <a href="mailto:hr@womenssporttrust.com">hr@womenssporttrust.com</a>

## Key Skills & Experience

- Experience working with broadcast data (e.g. BARB or equivalent)
- Hands-on experience extracting and analysing data from social/digital analytics platforms (e.g. Tubular Labs or similar platforms)
- Strong analytical skills with ability to interpret and challenge data
- Experience creating high-quality PowerPoint reports
- High attention to detail and data accuracy
- Experience working with external data providers
- Understanding of the sport, media or entertainment landscape
- Ability to translate data into clear, actionable insight
- Confidence working in a fast-paced, delivery-focused environment

## What Success Looks Like

- Visibility reports are:
  - Accurate
  - Insightful
  - Delivered to a high standard and on time
- Data is robust, well-interrogated and trusted
- CEO is fully supported with:
  - Clear insights
  - Strong decks
  - Confidence in the outputs

## Confidentiality & Conflicts of Interest

Given WST's role working across broadcasters, rights holders, brands and commercial partners, staff and consultants will have access to commercially sensitive and confidential information.

Staff & consultants are expected to handle all information with appropriate discretion and integrity. WST insight, data and analysis must remain strictly confidential and must not be used for personal or professional advantage, including within an individual's other roles or organisations.

Staff/consultants are also required to declare and manage any actual or potential conflicts of interest in line with WST's governance processes. This may include stepping back from specific discussions where appropriate.

## To apply

To apply please send a CV, with a covering letter outlining why you are interested in becoming part of WST, your areas of expertise and how you could add value to our organisation.

We will require the name and contact details of 2 referees before appointment.

Please return your CV, covering letter to [hr@womenssporttrust.com](mailto:hr@womenssporttrust.com)

## Timescale

All applications must be received by 6pm on Friday 3<sup>rd</sup> July 2026.

Interviews will take place in July. We are looking to hire immediately.