

## **Job Description – Associate Director**

**Reports to:** Managing Director

### **Job purpose**

- Drive business development, long-term growth and improved profitability, consistent with
- Research by Design's strategy, through new business opportunities amongst existing and new clients.
- Develop and manage relationships with existing and potential clients in a specific market sector.
- Contribute to the development of the organisation's strategy and budget plan
- Review and develop marketing materials to support the development of new business opportunities and expansion of the organisation and manage the subsequent campaign.
- Design research studies, making effective use of research methodologies and IT.
- Overall management of research projects, from the development of the research proposal through to implementation and communication of results and recommendations.
- Manage operational activities as directed by the MD.

### **Duties**

- Contribute to the development of the company's strategy and supporting budget.
- Assist in the development and achievement of short, medium and long-term objectives.
- Identify and exploit new business opportunities and revenue streams amongst existing and new clients.
- Work with team members to create effective client development strategies.
- Develop and manage existing and potential client relationships.
- Manage marketing campaigns and develop associated materials to support the development of new business opportunities.
- Manage the development of Research by Design's website and web presence, including news items and research case studies.
- Ensure feedback received from customers is integrated into a continuous improvement plan and in particular identify and meet the key drivers to customer satisfaction.
- Act as the centre of excellence for specific research/marketing specialisations.
- Responsible for the overall management and planning of research projects within agreed budgets and timescales. Identify appropriate resources to conduct the research, and supervise and manage those resources accordingly.
- Assume a mentoring role in developing individuals where appropriate to raise performance standards, and have regard to team welfare.
- Manage the day to day activities of any supporting research assistants/executives.
- Ensure the activities detailed below are undertaken in accordance with company policies, practices and industry standards with emphasis given to achieving the highest possible standards of quality and timeliness.
  - Design, implement and project manage research studies
  - Undertake interviews and focus group discussions as necessary
  - Analyse and interpret data, report and present research findings
  - Advise on the limitations and statistical accuracy of research data

- Take overall responsibility for financial aspects of projects, ensuring they are costed appropriately, actual costs are recorded and timely invoicing is achieved.

## Person Specification – Associate Director

### **Knowledge, skills and experience required**

Ideally a degree background and a Chartered Institute of Marketing or Market Research Society qualification.

Having gained a sound commercial experience in research and marketing, the role requirements include:-

- Capability to seek and develop new business opportunities combined with commercial acumen.
- Experience of managing client relationships and developing repeat business.
- A broad understanding of marketing, the design of materials and the capability to manage a campaign.
- The aptitude to contribute to the development of the company's strategy combined with financial awareness to formulate the budget.
- Good understanding and experience of qualitative and quantitative market research methodologies.
- Strong track record of undertaking B2B and consumer face-to-face interviews and focus group discussions.
- Ability to manipulate, analyse, interpret and communicate complex information in a client friendly fashion using written and visual presentations.
- Good numerical skills and an appreciation of statistical analysis techniques.
- Strong communication skills, both verbal and written including report writing and presentation skills.
- Project management experience and flexibility, being able to manage several projects simultaneously.
- Team orientation, good interpersonal skills and experience of staff management.
- Logical and insightful thinking, demonstrating high attention to detail and pride in finished products.
- Creativity in research designs, reporting and presentations.
- Demonstrable ability to network and become known amongst the business community.
- Willingness to undertake continuous professional development, including private study.