

Senior Research Executive

We are looking for a bright, collaborative Senior Research Executive to assist in the implementation and analysis of qualitative and quantitative market research studies. Ensuring that all findings and conclusions are clearly and accurately presented within the context of the project objectives.

Duties include

- Assist in the design of qualitative and quantitative research studies.
- Implement and project manage qualitative and quantitative research studies, under the direction of senior staff.
- Undertake depth interviews and contribute to running focus group discussions, with senior support where necessary.
- Supervise the work of market research support staff (e.g. data capture staff and fieldworkers), ensuring that the research data produced is accurate through regular quality control checks.
- Start to co-present findings, with support where necessary.
- Analyse data and assist in the planning and reporting of research findings.
- Understand the limitations and statistical accuracy of research data.
- Assist in the effective management of client relationships.
- Act in a mentor/coaching role for junior members of staff.
- Support the development of Research by Design's website and web presence through news items and blog articles.
- Develop a strong understanding of the market research software packages held by Research by Design and keep up-to-date with developments in software technology, using advances to improve data delivery and analysis to clients.
- Carry out administrative and other duties in support of the studies being undertaken.
- Keep up-to-date with market research techniques and approaches being developed in the industry.

Desirable skills & experiences

- Degree qualified and ideally have, or be in the process of obtaining, a Chartered Institute of Marketing or Market Research Society qualification.

Having gained an understanding of research and marketing, the role requirements include:

- Basic understanding of qualitative and quantitative market research methodologies

- Aptitude and willingness to undertake B2B and consumer face-to-face interviews and focus group discussions.
- Ability to manipulate, analyse, interpret and support the communication of 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.
- Experience of designing quantitative surveys and qualitative discussion guides using a variety of approaches.
- Ability to plan own work activities and contribute to several projects simultaneously whilst demonstrating flexibility
- Team orientation and high interpersonal skills.
- Logical and insightful thinking, demonstrating high attention to detail and pride in finished products.
- Ability to contribute to research designs to exceed client expectation.
- Experience of managing client relationships within projects
- Good working knowledge of Microsoft Office suite of software.
- Willingness to undertake continuous professional development, including private study.

Research by Design (RbD) is an independently owned, full service market research agency, based in central Birmingham. We're celebrating our 23rd year and our continued growth in research.

Our business ethos is to work closely with our clients to understand their strategic objectives and develop effective research solutions to meet their requirements. Ultimately our aim is to deliver tangible business benefits through high-quality, well-considered market research.

RbD is the partner of choice for market research solutions across a number of sectors, including membership, professional services, health and social care, retail and leisure, and manufacturing.