



JOB DESCRIPTION

Research Director (Consultant)

1. Job Title:

Research Director (Consultant)

2. Position reports to:

Research Group Director (or above)

3. Purpose of Role:

3.1. The key role of the Research Director in the Consultant capacity is:

3.1.1. To champion a business area or element of the research offer

3.1.2. To lead research projects and hit personal KAM, business winning and throughput targets

3.1.3. To develop junior staff across the business

3.1.4. To play an important corporate role by driving business initiatives and living/demonstrating the company values

4. Principal Duties:

4.1. Championing an area of the Join the Dots business and working with the RGD or the Head of Research on strategic plans for that area of the business

4.2. Leading quantitative, qualitative and/or community projects from proposal/quote to playing an active role in the presentation to the client – with support from senior Directors when required

4.3. Overseeing project management, design and analysis – and adding value at all stages of the process

4.4. To work effectively with junior researchers to meet the objectives of the research and to ensure the projects are run to (at least) target margins

4.5. Responsible for accounts, with KAM planning, development and execution responsibilities. The Research Director is likely to be responsible for medium to large accounts and is primarily responsible for driving the growth and retention of accounts within their team (working with other specialists as required e.g. Business Development Directors, Digital and Community Panel specialists etc.)

4.6. High levels of interaction with internal colleagues – some of which will not be based in the Manchester office. In particular the Research Director should work closely with the Research Group Director to ensure all researchers are effectively managed

4.7. The nature and mix of work will vary, but it is likely to be a mix of both continuous and ad hoc, offline and online, qualitative and quantitative research

4.8. Leading interviewing/recruitment of new staff – Involvement in the company training programme along with proactively sharing their knowledge with junior staff across the business

5. Role and Responsibilities:

5.1. Project leading responsibilities to include briefing the project team; assigning roles and responsibilities; inputting in to and checking key deliverables; problem

- solving; checking the project is running smoothly; ensuring the client is satisfied at all stages; controlling profitability; and attending client meetings
- 5.2. Quantitative responsibilities (where required) to include guiding and shaping questionnaire design and guiding analysis/preparation of PowerPoint presentations/reports
 - 5.3. Qualitative responsibilities (where required) to include guiding and shaping recruitment questionnaires and topic guides, conducting fieldwork, guiding analysis and the preparation of debrief documents
 - 5.4. Community responsibilities (where required) to include ensuring processes are followed, attending regular client conference calls, ensuring that content posted meets the client's objectives, writing and checking community summaries, ensuring levels of engagement on the community are as strong as they can be and sharing best practice between communities
 - 5.5. When appropriate, advice should be sought from a senior Director about research projects and management issues (i.e. when the Research Director is unsure about the best options or when the project/issue is of sufficient importance that a second opinion should be gained)
 - 5.6. Attend client meetings or fieldwork primarily within the UK (to travel abroad for client meetings or fieldwork if required)
 - 5.7. The Research Director should act as an ambassador for the company – and also take responsibility for championing part of Join the Dots offer. This could involve delivering papers at conferences, running training to improve expertise in this area internally, working with BDDs/other RDs/SRDs to increase sales in this area, working with the R&D team etc. The Research Director should also be a role model for junior researchers e.g. in the way in which they work with QE
 - 5.8. The Research Director must ensure that all those they manage (line or project manage):
 - 5.8.1. Are effectively used by the business
 - 5.8.2. Have their performance reviewed on a regular basis, in accordance with the Company's guidelines
 - 5.8.3. Are motivated – in both their role and their development within the company
 - 5.8.4. Are equipped to complete their role, in terms of equipment, feedback, development and training. Training needs must be assessed on a regular basis and those needs then fed to the HR Manager
 - 5.9. Expected to support BDDs in writing proposals/attending pitches and working with BDDs to achieve KAM targets
 - 5.10. Continue personal development and keep up to date with market research innovations
 - 5.11. Normal office hours will be 9am – 5.30pm. However, flexibility is assumed subject to workload

6. Skills and Personal Attributes

- Strategic thinker, to help drive forward part of the Join the Dots offer
- Manage a varied and challenging day to day workload whilst keeping an eye on medium-term strategy
- Ability to forge good working relationships with others
- Commercial acumen; both to deliver research projects and help the business achieve financial targets

- Strong research skills (all rounder)
- Strong client management skills

7. Qualifications and/or Educational Requirements:

- A 2:1 degree
- 5 GCSE's minimum
- Evidence of developing strong client relationships

8. Special Working Conditions

Occasional evening work if required on qualitative projects.

9. Note:

This Job Description is not intended to be all inclusive. The staff member may perform other related duties as agreed to meet the ongoing needs of the company.

All role holders at Join the Dots should be aware of and support the company values and ethics and appropriate strategies. All employees should operate in line with company standards, policies and procedures. For further information please refer to the Knowledge Library.

Signed:

Print name:

Date: