

Job Title: SENIOR RESEARCH EXECUTIVE			Region STR Edinburgh
Dept. Tourism Consumer Insights			Written By Sean Morgan
Date Created 19 June 2017	Review Date	Reviewed By	
Position in Organisation <ul style="list-style-type: none"> • Reports To: Director of Research, Tourism Consumer Insights, STR • Directly Supervises: None • Indirectly Supervises: None 			
Main Purpose of Job Responsible for the set up and delivery of market research projects “from pitch to presentation” as well as identifying and pursuing opportunities for the department; including compiling proposals, managing client relations and moving forward other business development activities. The role involves liaising with a team of in-house research analysts and external fieldworkers and other suppliers to ensure overall successful delivery of projects and working closely with colleagues to drive business for the department.			

Key Responsibilities and Accountabilities

1.1 Management of Market Research Projects
<ul style="list-style-type: none"> • Closely work with a range of clients, developing and managing research accounts and running complex market research studies. • Leading on sample design, questionnaire design, data analysis and reporting of research projects and taking responsibility to provide regular client updates. • Preparing and conducting quantitative and qualitative analysis. • Reporting and disseminating insights and research outcomes in compelling ways for maximum client impact
1.2 Business Development
<ul style="list-style-type: none"> • Identify market research opportunities by regularly checking public invitations to tender or find opportunities to upsell to existing / lapsed clients. • Compose and devise proposal documents and selling strategies for a variety of potential clients, including public and private sector. • Design, prepare and deliver pitches and presentations to potential and existing clients. • Proactively work on developing the business, as well as contributing ideas to, and leading on, the team’s product and service innovations.

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1.3 Account Management

- Establish strong relationships with clients and internal teams to manage priorities, schedules, and deliverables.
- Maintain an in-depth knowledge of each ongoing research project including the scope of works, programme, tender documentation and other specific project knowledge.
- Multi-task the delivery of projects including managing projects at different stages of the research process and liaising with different colleagues / teams to progress project delivery.

1.4 Commit to being an active member of the team and to drive professional development

- Keep up to date with market and other developments within the function and the industry.
- Attend training as required and actively seek to continually enhance understanding of STR products and value proposition.
- Attend marketing events, industry conferences, team meetings, kick off meetings and functions, as required.
- Adhere to all STR processes and policies and maintain customer confidentiality.
- Ensure STR brand and corporate values are evident to the customer at all times.
- Understand and adhere to the STR Mission, Vision and Values.

Core Competencies

Competency	Knowledge
Industry Knowledge	<p>Knowledge of trends in market research especially in relation to consumer surveys and an awareness of data protection issues.</p> <p>Knowledge of trends in consumer industries – especially travel industries – is required. Passionate about the global travel market and willingness to stay up to date on changing trends and industry movements.</p>
Technical Expertise	<p>In depth knowledge of quantitative and qualitative research techniques and the ability to develop analytical methodologies. An advanced user of statistical and qualitative research software (e.g. SNAP / SPSS) and MS Office (especially Excel, Word, PowerPoint).</p> <p>Interested in developing skills using bespoke databases and applications as well as other third party systems.</p>
Customer Focus	<p>Consistently focused on delivering an excellent customer service experience.</p> <p>Ability to see proposals / data / final reports from a customer's perspective. Understand and deliver the nature of the detail that clients are looking for.</p>
People Skills	<p>Excellent verbal and written communication skills are required. An ability to interact effectively with people at all levels in an organisation. Work effectively as part of a team and have a genuine desire to assist colleagues. Comfortable leading on initiatives / projects or advising colleagues as part of a team.</p>
Adaptability	<p>An ability to respond to unpredictable and changing volumes of work with a positive attitude and a willingness to learn new ways to accomplish work activities and objectives. Adapts to changing work environments with enthusiasm and perspective.</p>
Delivers Results	<p>Driven, ambitious and self-motivated to deliver actionable insights to clients, spot business opportunities and optimise processes and efficiency. Able to prioritise tasks whilst ensuring ongoing delivery of multiple projects / initiatives.</p>

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Specific Job Competencies

Competency	Expectation
Research Methods	Knowledge of quantitative and qualitative research techniques including questionnaire design, focus group moderation, statistical analysis & qualitative analysis and research report writing.
Project Management	Capability to organise and assign / capitalise on demanding tasks within timescales and budget.
Communication	Very experienced report and proposal writer; confident speaker when delivering pitches. Excellent communicator within a small team.
Business Development	Be passionate about developing business, as well as contributing ideas to, and leading on, the team's product innovations.
Data Skills	Strong confidence in using and manipulating quantitative and qualitative data is essential. A creative attitude to applying, manipulating and presenting data is crucial.

Job Context

Context	Description
Office / Desk based	This role is office based at our Edinburgh office.
Permanent Contract	This role is a permanent contract.

Qualifications & Experience

Essential	Description
IT Proficiency	Advanced skills of MS Office, especially Excel, Word and PowerPoint.
Desirable	Description
Market Research Agency Experience	Previous experience working for market research agency or clientside and proven experience managing and delivering research projects, including business development experience.
Market Research Analysis Software / Tools Experience (e.g. Snap, SPSS)	Previous experience and knowledge of market research software and other tools contributing to the research process.
Market Research Tendering Experience	Previous experience and knowledge of tendering for public and/or private sector market research competitions.