

<b>Job Title:</b> RESEARCH EXECUTIVE / SENIOR RESEARCH EXECUTIVE (DEPENDING ON EXPERIENCE)		<b>Region</b> STR Edinburgh	
<b>Dept.</b> Tourism Consumer Insights		<b>Written By</b> Sean Morgan	
<b>Date Created</b> 05 December 2017	<b>Review Date</b>	<b>Reviewed By</b>	
<b>Position in Organisation</b> <ul style="list-style-type: none"> <li>• <b>Reports To:</b> Director of Research, Tourism Consumer Insights, STR</li> <li>• <b>Directly / Indirectly Supervises:</b> None</li> </ul>			
<b>Main Purpose of Job</b> Responsible for the set up and delivery of market research projects “from pitch to presentation” as well as assisting in identifying and pursuing new opportunities for the team; including compiling proposals, managing client relationships 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 team.			

### Key Responsibilities and Accountabilities

<b>1.1 Delivery of Market Research Projects</b>
<ul style="list-style-type: none"> <li>• Closely work with a range of clients as well others within the team to develop and deliver often complex market research studies.</li> <li>• Assist with sample design, questionnaire design, data analysis and reporting of research projects and taking responsibility to provide regular client updates.</li> <li>• Preparing and conducting quantitative and qualitative analysis, using tools such as SNAP and SPSS.</li> <li>• Reporting and disseminating insights and research outcomes in compelling ways for maximum client impact.</li> </ul>
<b>1.2 Business Development</b>
<ul style="list-style-type: none"> <li>• Assisting in the identification of market research opportunities by regularly checking public invitations to tender or finding opportunities to upsell to existing clients.</li> <li>• Input in to proposal documents and selling strategies for a variety of potential clients, including public and private sector.</li> <li>• Design, prepare and potentially deliver pitches and presentations to potential and existing clients.</li> <li>• Proactively assist in developing the business, including contributing new ideas on product and service innovations.</li> </ul>
<b>1.3 Account Management</b>
<ul style="list-style-type: none"> <li>• Establish strong relationships with clients and internal teams to manage priorities, schedules, and deliverables.</li> <li>• Maintain an in-depth knowledge of each ongoing research project including the scope of work, time plans, tender documentation and other specific project knowledge.</li> <li>• Multi-task the delivery of projects including inputting in to projects at different stages of the research process and liaising with different colleagues / teams to progress project delivery.</li> <li>• Regular communication with project teams – internal teams as well as external consultants – and with clients to ensure clear understanding of project progress and deliverables.</li> </ul>

This job description is full but not exhaustive and the job holder will be required to undertake other activities as reasonably required by the Company

## Job Description – Research Executive / Senior Research Executive – Permanent Contract

### 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.
- Attend regular internal meetings and updates with colleagues in Edinburgh and wider STR offices.

### Core Competencies

Competency	Knowledge
<b>Industry Knowledge</b>	<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>
<b>Technical Expertise</b>	<p>Knowledge of quantitative and qualitative research techniques and the ability to develop analytical methodologies. Experienced 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>
<b>Customer Focus</b>	<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>
<b>People Skills</b>	<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>
<b>Adaptability</b>	<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>
<b>Delivers Results</b>	<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
<b>Research Methods</b>	Knowledge of quantitative and qualitative research techniques including questionnaire design, focus group moderation, depth interviewing, statistical analysis & qualitative analysis and research report writing.
<b>Project Management</b>	Capability to organise and assign / capitalise on demanding tasks within timescales and budget.
<b>Communication</b>	Experienced report and proposal writer; confident speaker when delivering pitches. Excellent communicator within a small team.
<b>Data Skills</b>	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
<b>Office / Desk based</b>	This role is office based at our Edinburgh office.
<b>Permanent Contract</b>	This role is a permanent contract.

### Qualifications & Experience

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

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