

think M.

Market Research Executive – Job description

Due to company growth, our successful and highly regarded research and strategic marketing consultancy are looking to appoint a Research Executive to play a significant role in diverse and rewarding projects.

Based in Newcastle city centre, we specialize in 'agile research' which utilizes the latest technology and online techniques to provide our clients with fast, reliable and effective business insight at the strategic level. Our expertise is in providing answers to strategic questions rather than just data.

This is an excellent opportunity for somebody to gain or develop their practical experience in a professional research environment, offering the chance to take an active role in major projects within a supportive team environment.

The company have strong links with the Market Research Society, we run the northerN research network on their behalf, and membership of MRS is encouraged.

Description of the role

Day to day responsibilities involve supporting all aspects of research projects from liaising with clients to delivering effective research. This means getting involved in primary and secondary research and quantitative and qualitative techniques; the exact mix of work depending on current client needs.

Examples of responsibilities include writing questionnaires / topic guides for qualitative work (both online and offline – training given if necessary), analyzing or summarizing data, writing reports and discussing research needs and findings with a diverse range of clients. Conducting telephone interviews with highly targeted respondents will be an occasional requirement.

For the right person, this role will develop quickly to include project management. The company is also large enough and flexible enough to allow for individual specialism to develop.

There may also be opportunities to represent think M. at events and to assist in the marketing of the research service itself, depending on the individual's skills and interest.



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Key Skills

- High standards of written communication
- Numerical ability, for example calculating and interpreting statistics
- Knowledge and / or experience of research techniques (surveys, focus groups etc)
- Data analysis ability, using Excel, SPSS or similar software
- Conversant with office software such as Word, Excel and PowerPoint
- Effective communication, both within the team and externally; someone who is personable and very capable of representing the company in all that they do
- Ability to prioritize work
- A thorough and organized approach
- Ability to handle a diverse workload
- An understanding or a keen interest in the application of research to marketing issues

The ideal candidate will have a strong interest in Market Research and be keen to develop their career in this area.

They will also have a professional outlook, and be comfortable working to deadlines.

To find out more about what we do, please visit www.think-m.co.uk

To apply

Please email your CV and covering letter to Graeme Jordan at: Graeme@think-m.co.uk

Results expected within the initial 15 weeks:

Within 15 weeks the successful candidate will have demonstrated the following core competencies: principles of market and marketing research, ability to take on significant responsibility, ability to carry out desk research, primary research and client presentations.

