

## **Job Description: Research Executive**

**Reporting to:** Insight Manager

**Department:** Strategy, Planning and Insight

**Location:** London

### **Context – Havas People**

Havas People is part of the Havas Group (one of the world's largest advertising and communication networks), we're specialists in building connections between brands and talent through communications. Our clients could be, for example, a university wanting to attract new students; an organisation aiming to recruit the right people into a role or graduate scheme; or a company seeking to engage the people who already work there.

### **Position Summary**

Our team of researchers work on qualitative and quantitative research projects to inform decision making for clients across our business. As a Research Executive, you will report to an Insight Manager and work alongside and be accountable to more senior executives to deliver a range of projects. This is a wide-ranging role and involves everything from carrying out fieldwork to drawing together findings in reports. You will be increasingly involved in managing projects as you develop your research skills.

### **Main Duties and Responsibilities**

- Involvement in qualitative, quantitative and desk research for clients. This will include administration and delivery of fieldwork, compiling information from secondary sources, drawing together data tables and charts, typing notes from interviews and groups and analysing results.
- You will be expected to be involved in designing questionnaires and discussion guides, moderating groups, conducting interviews and reporting on research findings. As a Research Executive, you may be given projects to manage yourself or work alongside more senior executives on larger scale or more strategic projects.
- Liaison with third party suppliers for fieldwork and complementary services as appropriate to projects.
- Liaison with clients for the projects you are managing which may involve attending initial scoping meetings/calls, feedback on project progress and final reporting back of research findings.
- Contributing ideas to the team about topic areas for potential syndicated projects that may be of interest to the core client base.
- As your skills progress, responding to small scale enquiries suggesting research methodologies and preparing cost proposals for clients.
- As the role involves working with clients across the UK and sometimes beyond, you will need to be prepared to travel and have some flexibility around the usual office hours. Occasional evening work and overnight stays are necessary, for example to complete focus groups or attend training courses.

### **Decision-making and Accountability**

You will be supervised in your work but will be expected to be able to work independently in:

- Setting up surveys and conducting preliminary analysis of the results

- Liaising with clients and third party suppliers
- Undertaking desk research

### Qualification/Knowledge Requirements

- You will be degree qualified at either undergraduate or postgraduate level or have relevant work experience.

### Experience

- Some previous experience in a market research environment would be advantageous.

### Skills

- Communication – fluent and professional verbal and written English
- Knowledge of qualitative and quantitative research techniques.
- You must have good arithmetic/numeracy skills to be able to understand and interpret research results and cost projects.
- Knowledge of statistics and analysis techniques would be an advantage.
- Organisational skills.
- Computer aptitude and keyboard skills

### Core Competencies

- You will be degree qualified at either undergraduate or postgraduate level or have relevant work experience.
- To succeed in a deadline driven, customer-focussed environment you need to have energy, drive, determination and a positive attitude.
- You need to be a great communicator able to build rapport and sound working relationships with clients and with colleagues – both face to face and over the telephone.
- You will be able to write fluently and persuasively to report findings to clients.
- Strategic thinking and curiosity to spot opportunities and provide the best advice to clients
- Leadership to get the most from your team and be a role model
- Commercial acumen – to understand profitability and how to develop business
- Creative thinking and problem solving to come up with solutions
- Tenacity, resilience, flexibility and judgement to deal with difficult situations

We expect all our employees to role model behaviours linked with our core values:

- **We roll-up our sleeves:** We know that if you're prepared to work hard, you can put your name to something great. If we say that we're going to do something, you can be sure that we'll do it.
- **We work together:** We respect each other, we enjoy sharing ideas, and we know we can rely on one another. Which means we can achieve more as a team.
- **We ask, "What if?":** We're curious about the world around us, and know that if we never stop questioning, we will never stop discovering more.
- **We find a way:** The most exciting opportunities can initially seem impossible. By staying flexible and keeping open minds, we can always find a way.

*Havas People aims to ensure that no potential or current employee is treated less favourably because of their age, religion or belief, race, disability, sex, sexual orientation, gender reassignment, marital/civil partnership status or because of pregnancy or maternity leave.*