

Roles and Responsibilities – Senior Researcher/Project Manager

Quantitative research focuses on gathering and analysing statistical data for example using questionnaires, and increasingly via electronic data collection. Qualitative research focuses on people's attitudes and motivation, using methods such as in-depth interviews either face-to-face or by telephone.

Project Management Responsibilities

End-to-end project management of all sizes and methodologies of research programmes that includes, but is not limited to:

Proposal and Bidding

- Support business development team with input into proposal response, adding value on research-specific issues and opportunities, using experience of previous projects etc.
- Review proposals in detail to be best prepared following selection of Coleman Parkes and query BD lead as necessary.

Project Initiation/Kick-Off

- Take lead in briefing and managing fieldwork team in order to deliver projects to optimum performance and to budget and based precisely on the client brief.

During Fieldwork

- Focus on gathering and analysing statistical and qualitative data to meet research programme requirements – using an appropriately designed data gathering research document.
- Design of the research data gathering document (questionnaire or discussion guide) aligned to the needs of the client and workable in terms of the respondent.
- Conduct qualitative interviews and provide analysis as appropriate.
- Strong management of fieldwork team to ensure fieldwork operations are highly accurate and on time; flag issues to allow effective troubleshooting of any issues that may arise on client programmes.
 - Intense program management to ensure suppliers deliver exactly to client brief.
- Developing detailed table specifications as necessary.
- End-to-End project management of core research programmes, closely monitoring programme success, slippage or advancement.
- Proactively update senior directors and account directors of status of projects, quality, completion, timelines etc. as well as of any issues occurring on client programmes.
- Managing to time and budget all client programmes and proactively highlighting any run over.

Post Field-work

- Prepare and deliver findings of research to business development directors/clients in the form of written reports and chart sets and presentations.
- Analysing and interpreting data to identify patterns, trends and solutions to add greater value to reporting and analysis.
- Proactive in suggesting client debriefs for successful projects as well as those where learnings can be taken. Eg. Conducting thoughtful and insightful analysis/preparation of charts for debriefs.
- Arrange proper client debriefs with internal team and suppliers for key projects.
- De-brief fieldwork unit post project and look for areas where improvements could be made.

Client Management/Business Development

Be an active member of the accounts in which you are placed as a team member which includes, but is not limited to:

- Understanding client requirements, standards and gain industry knowledge of the client's sector.
- Provide proactive insight that can support or foster account management and growth.
- Identify solutions or opportunities that align with specific accounts management initiatives and goals.
- Identify offers or new research methodologies that may be of interest to the account management process.
- Responding to requests, briefs, etc, should client enquire proactively to selected PM.
- Liaising with clients via face to face meetings, email and the telephone, in particular to deliver research results.
- Preparing briefs and commission research quotes from any third party partners as appropriate for BD opportunities where relevant
- Where relevant, work on select percentage of tiered account programme with objective of pure BD efforts. This could include the following:
 - Taking account brief and responding via proposal with a clear structure, timeline and agreed budget for the business to win the project
 - Developing and nurturing accounts to generate increased revenues

Business Value – Added Responsibilities

Supporting the design of ad hoc research projects based on awareness and knowledge of key accounts. This could be, but is not limited to:

- Identifying trends in key projects that can then be “sold” to clients and formulating a plan/proposal to presenting to senior management that can potentially be taken forward to the client.
- Finding creative mechanisms to streamline costs within the project management cycle.
- Utilising IT and MS Office skills to support development, quality control across Coleman Parkes of its reporting templates.
- Take ownership and/or being part of a team to drive forward non-research specific initiatives.
- Proactively suggest new or differentiated products to enhance CP's research offering.

Interpersonal and Other Skills

- Focused and diligent with an eye for detail
- Excellent computer and MS Office Suite skills
- Proactive
- Good presentable communication manner
- Self-motivated, energetic and resourceful and able to show initiative
- Possess a high level of self-discipline as a virtual worker.
- Eager & willing to learn – A “can do” attitude
- Proactive in seeking out knowledge and trends within the industry

- Knowledge of various research methodologies and usage

- Excellent research skills
- Ability to development market research and see opportunities to sell services