

Associate Director (Research) - Media

Department: Research
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports To: Research Director
Hours: Full Time (37.5hrs)

Overall Objective

To add-value to the research undertaken for a major media client by providing detailed insight and in-depth interpretation of what the data means to their business and how the research programme and method can be developed to meet business and research objectives.

Key Responsibilities

- Use knowledge of subject area to provide expert interpretation of results and to be able to place these within the context of the client's business and the broader media landscape.
- To be a research expert and a go to resource for advice, guidance and knowledge on key media related issues.

Added-value insight

- Able to provide detailed insight from research.
- Understand the role of added value analytics and be able to undertake a range of techniques.

Project management

- To co-ordinate and manage different project tasks for large and complex projects.

Experience required

- Experience of day-to-day running MR projects (including client contact, survey design, analytics and report writing) within the media sector
- Experience of online market research
- Strong depth and breadth of primary and secondary quantitative research.

Education and qualifications

- Educated up to degree / HND level in a relevant subject
- SPSS, PowerPoint and Excel skills
- Fluent written and spoken English