

Research Executive – circa 20k

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

SMG Insight (<http://smg-insight.com/>), through partnership with YouGov, enables world-leading sports governing bodies, sponsors and sports investors to meet their strategic and business objectives

Overall Objective

- To work with clients from media, sports and sponsorship industries to develop understanding of the business and research objectives and help to design solutions through knowledge of project and questionnaire design, sampling processes, weighting and production of deliverables.

Key Responsibilities

- Questionnaire design
 - o To recommend appropriate methods of data collection to meet research objectives.
 - o To be able, with minimal guidance, to design and programme questionnaires.
- Survey implementation
 - To develop and organise questionnaire development and testing scenarios, draft survey and briefing/debriefing documents, and electronically script survey questions accurately
- Data analysis
 - To possess a good understanding of use of percentages, means, standard errors, medians and confidence intervals
 - To design, produce and interpret simple cross tabulation analysis
 - To have a basic understanding of statistical testing, and how sampling and weighting issues affect analysis
- Presentation and report writing
 - To possess a good, clear writing style and understand different uses of tables, charts and commentary
 - To write, with guidance, sections or chapters of a report
 - To have made a contribution to the drafting of presentations and a degree of user competence with MS PowerPoint attained through 'on the job' experience or specific training
- Client liaison
 - o To liaise effectively with clients and collaborators and be the main contact for day-to-day aspects of projects
- Subject knowledge
 - To have knowledge of sector and / or research matters gained through engagement with the industry or sector and the monitoring of news, developments, information, journals, magazines etc.
- Project management
 - To co-ordinate and manage different project tasks for small projects independently and large and more complex ones with minimal guidance.
 - To set timetables, monitor progress and suggest appropriate actions when timetabling problems arise.
- Desk Research
 - To undertake internet based sport, media and sponsorship research when required
- Other duties
 - To undertake other administrative duties where required

Skills required

- Excellent interpersonal skills
- Excellent problem-solving, analytical and numerical skills
- Excellent skills in report writing
- Attention to detail
- Ability to deliver results, meet deadlines and manage time effectively

Personal attributes

- Self-discipline
- Self motivation
- Positive attitude
- Excellent organisational skills
- Excellent written, oral and electronic communication skills

Experience required

- Keen desire to learn about the business and media sides of sport
- 1+ years experience of online market research and of day-to-day running of MR projects

Education and qualifications

- Educated up to degree / HND level in a relevant subject
- Strong Powerpoint and Excel skills
- Fluent written and spoken English