

Research Manager - circa 32k

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

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

Overall Objective

- The key objective is the management and delivery of media, sports and sponsorship client projects from beginning to end with limited guidance
- 3-5 years relevant experience in the market research industry is essential, demonstrated in particular by a proven track record in managing multiple projects and hitting deadlines in a fast-moving, client facing environment
- Experience in the sports business sector is not essential, however the successful applicant must have a keen desire to work in this sector
- The role will also require the writing of small and mid-sized briefs/proposals, and on occasion to represent the company at meetings / pitches regarding potential new business

Key Responsibilities

- Subject knowledge
 - To have good standard of knowledge of Sport Business 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 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
 - To delegate appropriate tasks to more junior staff and supervise the execution of these tasks
- Client liaison
 - To liaise effectively with clients and collaborators and be the main contact for day-to-day aspects of a project
- Presentation and report writing
 - To be able , with minimal guidance, to produce a report outline, to write individual chapters or an entire substantive or technical report
 - To have gained experience in compiling and delivering external presentations
- Business development and proposal writing,
 - To deal with speculative enquiries and to interpret requirements of a research specification
 - To be able, with minimal guidance, to write sections of a large proposal, or an entire proposal for a smaller project
- Project costing and financial management
 - To have a good understanding of how different project components are costed
 - To do costing for small projects with no guidance, and costing for larger sized projects with minimal guidance
 - To monitor costs and authorise invoices, highlight and discuss with more senior staff any possible discrepancies between budgeted and actual days spent (or likely to be spent) on different project tasks
- Sample design
 - To possess a good understanding of multi-stage sample design, response rates and sample size calculations
 - To specify a sample design to meet the needs of a simple research specification
- Questionnaire design
 - To recommend appropriate methods of data collection to meet research objectives
 - To be able, with minimal guidance, to design complex questionnaires and specify programmes which take into account best practice and relevant respondent, operational or system constraints
- Survey implementation
 - To develop and undertake questionnaire development, programming and testing procedures, produce survey documents, prepare and deliver interviewer briefings
- 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
- To have a basic understanding of some of the advanced statistical analysis techniques available
- Staff management
 - To supervise other more junior team members on a project-by-project basis as required
 - To be capable of line managing a direct report up to SRE level

Skills required

- Excellent interpersonal skills
- Strong initiative, negotiation and influencing skills
- Problem solving, analytical and numerical skills
- Ability to write clearly and concisely
- Developing understanding of business/marketplace
- Ability to deliver results, meet deadlines and manage time effectively
- Excellent client focus and handling skills

Personal attributes

- Self-discipline
- Self motivation
- Positive attitude
- Excellent organisational skills
- Professional attitude

Experience required

- 3-5 years experience of day-to-day running MR projects (including client contact survey design and report writing)
- Experience of online market research
- Experience of or strong desire to learn about sports business industry
- Strong depth and breadth of primary research, across methods and sectors

Education and qualifications

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