

JOB DESCRIPTION



Title:	Market Research Manager -
Location:	Leeds
Salary:	£35-40,000
Contracted Hours:	At least 30 hours per week
Reporting to:	Head of Research Team

Role

This senior role is an integral part of our small and busy team of higher education market researchers, analysts and marketing experts within the field of courses and student markets for UK universities

The role requires experience of managing sizeable projects with excellent customer service skills from proposal writing to method design to analysis, reporting and presentation. You will need both market research skills and well-developed excel data analysis skills.

You will be expected to attend client meetings and represent the company in public (e.g. within conferences and client presentations) and you will be given support but freedom to develop the business stream to meet clients' needs with innovative and profitable research proposals.

Scope

This role will focus on leading and project managing delivery of a range of products to meet client needs, both secondary data and primary research projects. As a more experienced member of the team, further skills in business development, line management and coaching/mentoring, new product development and/or business process improvement will also be sought.

The Knowledge Partnership benefits from having established an excellent reputation with our client base and are viewed as leading the industry with our professionalism and strategic thinking. We run a market insight conference each year and invite industry experts to speak as well as giving senior staff the opportunity to showcase their knowledge. We would like the individual to build on this reputation, sharing their expertise and building client relationships through sharing case study examples of interesting, new work.

Key responsibilities

- Leading and project managing delivery of large and small projects individually and within a team. Responsibilities include client liaison to establish project aims and key questions, project proposal including costing, design and project management maybe including team management, excel and survey data analysis and reporting, and presentation.
- Building positive relationships with new and existing clients to encourage purchases of consultancy and research projects
- Responding to enquiries and requests for proposals for ad hoc research projects and proactively engaging with clients to fully understand their needs and likely project requirements in the future
- Contributing to the wider remit of research team through sharing expertise or interest in higher education, market research and improvements in the project management process. Possible line management responsibility following probationary period
- Contributing to thought leadership, speaking at conferences and seminars, introducing new product/process ideas. Developing in confidence and gravitas as you progress.
- Contributing to the management of company-wide initiatives; member of the senior research team and participating in company training days, CSR days and awaydays
- Managing more junior researchers or freelance employees/consultants as required.

Essential skills

- Minimum five years' professional market research experience, with focus on data analysis, primary research, strategic and/or marketing-based thinking and including project management, research design, execution and reporting
- Strong technical analysis and market research skills
- Positive commercial attitude recognising that both the company and our university clients work in a competitive and commercial markets
- Strong communication skills. Experienced presenter, able to create winning proposals, a good networker and willing to develop new business.
- Able to establish positive working relationships with colleagues, clients and market research suppliers

- High quality standards in both setting research methods and delivering research results whether written reports or presentations
- Undergraduate degree

Desirable skills

- Experience or knowledge of the higher education market (beyond as a student)
- MRS qualification
- Full clean driving license