

## JOB DESCRIPTION



<b>Title:</b>	<b>Research Manager - Reputation and Brand</b>
<b>Location:</b>	<b>Cambridge City</b>
<b>Salary:</b>	<b>£35-40,000</b>
<b>Contracted Hours:</b>	<b>At least 30 hours per week</b>
<b>Reporting to:</b>	<b>Head of Global Development</b>

### Role

This senior role is an integral part of our small and busy team of senior higher education consultants and marketing experts within the field of research and reputation for a growing group of leading global universities

The role requires experience of a wide range of market research techniques and the ability to manage all stages of the research project, from proposal to method design to analysis, reporting and presentation. Specifically, you will be responsible for managing and delivering the World 100 Reputation Tracker to leading UK universities and identifying business growth opportunities for this important product.

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 the World 100 Reputation Tracker. It is one of our most significant income streams, very well-received by our client base, and is proving key to opening new opportunities for growth as universities become more concerned to differentiate their brand offers, improve stakeholder engagement and track their progress against competitors.

The Knowledge Partnership benefits from having established an excellent reputation with our client base and are viewed as leading the industry with new thinking and a global reach through our World 100 Reputation Network. We run a number of conferences a year, both in the UK and internationally. We would like the individual to build on this reputation, sharing their expertise through case study examples and thought leadership.

### Key responsibilities

- Leading and project managing delivery of primary research for the World 100 Reputation Tracker. Responsibilities include buying and managing samples, designing and fielding short surveys, data analysis and reporting using Q analysis

software, Infogram reporting tool, Excel analysis and PowerPoint. There is the opportunity to supplement the service with qualitative in-depth interviews that add value to the client (a shared responsibility with consultants).

- Building positive relationships with new and existing client base (UK and worldwide universities) to encourage purchases of consultancy and research projects
- Responding to enquiries and requests for proposals for ad hoc research projects and the annual World 100 Reputation Network research project with robust research design and full costs and timings
- Contributing to wider remit of reputation and brand team through sharing expertise or interest in reputation, marketing communications and international student markets.
- Contributing to thought leadership, speaking at conferences and seminars, writing web/blog content about relevant insight issues
- Producing monthly media monitor reports and twitter engagement reports.
- 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 freelance researchers or database builders as required for company reputation stakeholder databases

### **Essential skills**

- Minimum five years' professional market research experience, with focus on brand, reputation and, or communications research and including project management, research design, execution and reporting
- Strong technical research skills - qualitative or quantitative (a mix is preferred) with numerical and data analysis skills
- Positive commercial attitude
- Strong communications. Experienced presenter, able to create winning proposals, a good networker and written/verbal communicator
- 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