Qualitative Research Manager – Job Description

Reports to:
Research Director/Associate Director.

Job purpose:
The day-to-day management of multiple research projects with minimal supervisory input. The main focus will be on qualitative research but the ideal candidate will be familiar with at least the interpretation of quantitative research as well. In addition, Research Managers are likely to assist Directors with sales work such as drafting proposals, and will supervise the work and mentor junior researchers.

Key Accountabilities:
- Conduct depth interviews and moderate focus groups
- Responsibility for research materials design and implementation, including writing discussion guides
- Report writing and presentation creation including client recommendations, with the ability to work independently
- Management of the analysis, interpretation and reporting process so that the project reflects the Client’s business objectives in the presentation and reporting of findings.
- To ensure that projects are resourced and implemented correctly, to the satisfaction of the client, within budget and on time.
- Ensuring that all day-to-day (i.e. project related) client liaison runs smoothly.
- Allocation of internal or external resources to complete a project, including selection of freelancers and/or fieldwork partners where not already defined as part of the proposal.
- Writing proposals with minimum Director input
- Negotiation of acceptable costs and contract agreements with suppliers.
- Guiding any research executives working on a project to understand exactly what is required of them and training them if necessary. Contribution to the overall training of executives in qualitative research techniques.
- Client management and presentation of company credentials, proposals and research results
- Creation of discussion guides and screeners + moderation of groups, interviews, ethnography and online forums
- Overall management of the research team and suppliers.
- Budget control and time spent monitoring job cost summaries regularly.
- Project Managers can also expect to take increasing responsibility for the presentation of results to clients, in particular ensuring that the results are communicated clearly.
Nature and scope
RS Consulting Ltd (www.rsconsulting.com) is a full service market research agency operating mainly in the B2B market. With around 45 employees and turnover of £7million, it trades under several brands including Leapfrog, RS Consulting, Consensus Research and mruk and is based in Battersea.

Research is conducted in accordance with the MRS Code of Conduct and the Data Protection Act 1998 and employees are required to understand the implications of this.

RS Consulting Ltd is truly international and over 60% of research is generated overseas. The job requires liaison with UK and overseas agencies, often involving handling languages other than English. It may also involve travel to other locations (both national and international)

Knowledge, qualifications and experience:

The ideal candidate will be a self-starter who is client focused and has experience of dealing directly with clients on a daily basis, including face-to-face at groups etc.

The position requires an intelligent graduate with several years’ experience of qualitative market research, primarily consumer focused; specific experience of the FMCG, retail and healthcare sectors would be an advantage. The ideal candidate will also have knowledge of at least one of the following areas: Third Sector, B2B, Finance, Social or Public Sector Research.

A demonstrable track-record in moderating focus groups, in-depth interviews and ethnography, and running online methodologies are essential. Excellent communications skills, strong writing and presentation skills are essential, and evidence of ability to produce impactful reports in PowerPoint will be required. Fluent written and spoken English is mandatory. An ability to moderate in a foreign language, particularly French would be an advantage, but not critical.

A demonstrable track-record in using digital as well as traditional methods is sought; we are looking for a creative individual who will be able to add value to our qualitative offering through use of innovative research techniques as well as reporting and presenting. Experience with techniques such as semiotics and social media is desirable.

Evidence that the candidate can contribute to the wider objectives of the company will be beneficial.