Job Title	Research Executive
Department	Public Affairs, Market Strategy and Understanding, Qualitative
Location	Uganda
FT/PT (Full Time / Part Time)	FT
Name of Incumbent	
Signature of Incumbent	
Reports To (Job Title)	Senior Research Executive/ Research Manager/ Senior Research Manager
Name of Line Manager	
Signature of Line Manager	
Date Created / Updated	

Job Purpose

The Research Executive is responsible for research projects and related production tasks under the supervision of a Senior Research Executive/Research Manager/ SRM. This includes sample design, questionnaire design and testing, field materials preparation, table specifications, analysis plans, analysis, report writing and presentation preparation. These tasks are done under supervision of a Senior Research Executive / Research Manager or SRM.

Essential Responsibilities and deliverables

1. **Hive Brief and Timing**
- Completes hive brief and timing documents with input from RM/SRM
- Ensures that the project timing is agreed to with all teams involved and is transferred to the workflow. The project timing must be kept updated.
- Detailed project status to be communicated for weekly Project Progress Meetings

2. **Sample Design**
- Design sample specifications and the data collection methodology in conjunction with the Group Statistician. Ensure this is in accordance with proposal and the objectives
- If the client has specific sampling procedures, ensure that these are adhered to.
- Discuss sample with Field Manager before this is rolled out
- Obtain approval from client

3. **Questionnaire Design and Testing**
- Design questionnaires in accordance with requirements and objectives in proposal and scope of work and relevant Ipsos Standards
- Ensure the questionnaire is designed in conjunction with the analysis plan. Obtain input from Group Statistician/Head of Qualitative Research or relevant experts in this regard
- Ensure that a questionnaire/discussion guide design brain storming session is held before starting questionnaire/discussion guide design
- Questionnaire/discussion guide design checklist is used in the design process
- Obtain approval of questionnaires, discussion guides, samples etc from Senior Research Executive/ Research Manager/ Senior Research Manager
- Obtain "questionnaire pilot" feedback and ensure suggested viable changes are made to questionnaire. Get input from SRE or Senior Research Manager regarding viability of changes.
- Monitor "time and content pilot" to ensure project specifications are met. Ensure interview/group length is in accordance with proposal and costs
- Ensure suggested viable changes to the questionnaire are carried out
- Ensure final changes requested by client are made (if applicable)
- Ensure final questionnaire/discussion guide is formatted and quality checked

- Obtain final written / verbal approval from client via Senior Research Executive/Senior Research Manager
- Ensure questionnaire is translated, if necessary, and that the translated questionnaires are identical when returned from translation. Also ensure that the cost of translations is within budget
- Provide guidelines/project specifications and field briefs on time to operations teams for budgeting and planning purposes
- Arrange for fieldwork budgets from operations team
- Compile code lists and approve final code lists provided by the coding team
- Ensure that the final version of the questionnaire is saved to the correct folder on the network
- Ensure that Show cards and other field materials are prepared
- Ensure that DP, Programmers, Field and Coders are briefed on the questionnaire and their changes implemented before sending the questionnaire to field.

4. Set up interviewer brief
- Write up interviewer brief for fieldworkers
- Ensure changes in line with pilot feedback are carried out
- Finalize interviewer brief for use of Field
- Brief field interviewers and supervisors with the field coordinator/manager
- Ensure that the latest version of the interviewer brief is saved to the network.

5. Design Table Specifications and Analysis Plan
- Prepare draft data processing instructions and analysis plans for approval by DP Manager/Senior Research Executive/Senior Research Manager
- Design table specs and analysis plan – in accordance with relevant Task Instruction Manual - based on questionnaire in order to meet the requirements and objectives of the proposal
- Obtain approval for table specs and analysis plans (including changes) from DP Manager/ Senior Research Executive / Senior Research Manager
- Ensure tables are quality checked

6. Table and Report Analysis
- Conduct logical checks on tables and reports received from DP to ensure accuracy. Checklist to be used here.
- Ensure that data and graphs are correctly referenced
- Ensure that tables are formatted and quality checked
- Ensure tables for a new project / additional run are checked by the Senior Researcher / Senior Research Manager prior to being sent to the client.
- When necessary obtain any extra analysis from Group Statistician

7. Report Writing
- Analyze and interpret tables and results in line with proposal objectives
- Write report and Executive Summary keeping proposal requirements and objectives in mind and adhere to relevant Ipsos Standards
- Obtain input from Senior Research Executive/Senior Research Manager attached to project/team
- Ensure report is quality checked
- Consult other relevant external data and analyze market trends that will enhance and add value to the report

8. Presentation Preparation
- Ensure that a presentation review meeting is set up with Senior Research Executive/Senior Research Manager
- Design presentation according to client and Ipsos Standard requirements
- Ensure presentation is checked by the Senior Research Executive/Senior Research Manager prior to being sent to the client
- Ensure presentation is quality checked

9. General

- Client confidentiality is to be upheld
- All available checklists are used where these are available
- Responsible for capture sheet design when required

- Ensure detailed completion of Requests and Change Controls in accordance with the policies and procedures
- Action client queries within Research Team and requests any additional information required from other Teams
- Check field updates for interviews completed on a regular basis
- Adhere to all Policies and Procedures and Task Instruction Manuals
- Perform any other tasks which are reasonable
- Attend internal and external meetings when required
- Update and adhere to the Research Team timing documents and workflow(s)
- Keep up to date with industry and research knowledge and contributes to a database of relevant articles.

10. Authority

- Limited authority over tasks assigned to Research assistants under supervision of Senior Research Executive / Research Manager.

Working Relationships *(List the key internal and external contacts and clients that the job could have impact on)*

Internal:
Interacts with:

- Own Research Team
- Data Processing Team
- Field Team
- Operations Manager
- Finance

External:
Interacts with:

- Suppliers

Qualifications (Minimum level necessary to perform the job)

School: University graduate or relevant diploma holder with progressive field experience

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Knowledge & Skills *(including functional knowledge, business expertise and people skills)*

- Strong Numeric Ability
- Report Writing Skills
- Logic Interpretation Skills
- Effective time and project management
- Fluent in English
- Computer literate – MS office
- Interpersonal Skills
- Communication Skills – both verbal and written
- Multi-cultural

Measures of Performance *(How the job is actually measured and what success looks like)*

- Satisfactory Performance Review
- Achievement of Goals to satisfactory level
- Successful completion of projects in the team (within time and budget)

Personal & Job Attributes / Capabilities *(Key attributes an individual at Synovate should possess)*

- Keen to complete tasks in an orderly way
- Optimistic and resilient
- Attention to detail
- Team player
- Ability to work under pressure and meet project deadlines (within reason)
- Self control
- Cross functional approach
- Customer Focus
- Delivers Results
- Interpersonal Skills
- Prioritising
- Service Excellence
- Time Management
- Values & Integrity

Job Scope *(Facts and figures that show the scope and scale of the activities of the job, e.g. annual budget, expenses budget, sales turnover, number of staff, etc)*

Direct Reports	None
Indirect Reports	Research Assistants
Budget	None
Geographic	Africa
Travel required	Africa
Other	Africa