

Job Description

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

Job Purpose

Manages and oversees projects, ensuring that the standards are of a high quality, that deadlines are met and that projects are completed within budget. The Senior Research Executive is responsible for day to day client liaison in terms of queries and feedback. Input into proposals and research design is a key role, as well as skills transfer, project management and the supervision of Research Executives and Research Assistants. The Senior Research Executive will coordinate their workflow and provide input on questionnaire/topic guide design, sample design, report format, analysis plans, reports and presentations. The Senior Research Executive is also responsible for enhancing and for adding value to current processes. The Senior Research Executive will assist and provide input to the Research Manager and the Senior Research Manager.

Essential Responsibilities and deliverables (10 - 15 key job duties)

1. Proposals and Sales

- Provide technical and commercial input into proposals in terms of research design, methodologies, costs, deliverables and timing. Responsible for approving and signing-off RE's proposals.
- Consultation with global contacts and other experts to ensure an optimal design and proposal is accomplished to meet client needs and budget
- To keep abreast of current offerings and developments within Ipsos and in the research world at large to ensure that proposals and pitches are both competitive and differentiating
- To keep abreast of competitors' research offerings where Ipsos operates
- To ensure that industry and research knowledge is integrated from other projects, desk research and other teams/sources to obtain a consolidated, competitive offering
- Enhance business growth through repeat business and increased volume of business.

2. Project Management

- Ensuring that the Research Executives and Research Assistants complete all steps in the research process on time and to the expected quality standards.
- Skills transfer to and supervision of Research Executives and Research Assistants.
- Input into, and final checking of: samples, questionnaires, report templates, analysis plans, focus group/IDI topic guides, analysis templates and presentations.
- Day to day client liaison in terms of queries and project status.
- Ensure that the researchers keep all teams updated on project feedback through traffic control/Progress meetings.
- Insure proper documentation of all necessary project materials.

Job Description

3. Hive Brief and Timing

- Completes/signs off hive brief and timing documents with input from Research Manager
- 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

4. 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 Regional Field Manager before this is rolled out
- Obtain approval from client

5. 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
- Approve questionnaires, discussion guides, samples etc. from Research Executives
- Obtain “questionnaire pilot” feedback and ensure suggested viable changes are made to questionnaire. Get input from Senior Research Manager and 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
- 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.

6. 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.

Job Description

7. Design Table Specifications and Analysis Plan

- Prepare draft data processing instructions and analysis plans for approval by DP 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
- Ensure tables are quality checked

8. 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 runs are checked by the Senior Research Manager prior to being sent to the client.
- When necessary obtain any extra analysis from Group Statistician

For Qualitative SRE's

- Set up and manage all logistics for qualitative research
- Design all qualitative instruments/projective techniques and stimulus materials
- Moderate
- Ensure appropriate audio/video recordings are carried out at venues
- Design analysis templates/grids
- Ensure all interpretation is in accordance with findings

9. Report Writing

- Analyze and interpret tables, findings 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 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

10. Presentation Preparation

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

11. General

- Maintains a neat working environment
- Attends training as and when required
- Adheres to all relevant Ipsos standards, policies and procedures and task instruction manuals.
- Attends meetings when required.
- Adheres to the budgeted project timing
- Maintains documents and records as required by the company
- Client confidentiality is to be adhered to by all members of the team

Job Description

- Ensures that all members of the team follow procedures for handling company money and that all money is accounted for
- Ensures quality of all work and deliverables
- Keeps up to date with industry and research knowledge and contributes to a database of relevant articles.
- Enhances business growth through repeat business and increased volume of business
- Performs any other tasks which are reasonable.

Working Relationships

Internal:

- Interacts with:
 - Research Team
 - Operations
 - Finance
 - Human Resources
 - IT
 - Statistician
 - Global Research Specialists

External:

- Manages the relationship with:
 - Clients
 - Suppliers

Qualifications (Minimum level necessary to perform the job)

- First Degree (Bachelors degree) with upper second class honours
- At least 5 years continuous experience in market research with at least 3 years at Research Executive Level

Knowledge & Skills

- Fluent written and spoken English and strong communication and influencing skills with proven ability to effectively communicate insights to all levels of the business in a practical, user friendly and meaningful way
- Ability to turn data into actionable intelligence / insights
- Strong research relationships and networks
- Sound knowledge of interpreting and analyzing information
- Proficiency in Excel, PowerPoint and Word and survey analysis systems
- Able to work within a multi-cultural environment
- Understanding of systems and processes
- Ability to work and deliver under pressure
- Good report writing skills
- Good management and supervisory skills
- Interpersonal skills, good people skills and good organizational skills
- Time, costing and project management skills
- Self driven, results orientated, shows exceptional initiative and is focused on quality and profit

Job Description

- Mature, credible and comfortable in dealing with clients

Measures of Performance

- Satisfactory Performance Review (Yearly)
- Achievement of Goals
- Client Feedback

Personal & Job Attributes / Capabilities

- Optimistic and resilient
- Customer Focus
- Developing People
- Innovation
- Delivers Results
- Creating Powerful Teams
- Problem Solving
- Planning
- Decision Making
- Self control
- Cross functional approach
- Interpersonal Skills
- Prioritising
- Service Excellence
- Time Management
- Values & Integrity

Job Scope

Direct reports: REs, RAs

Indirect reports: Field Coordinators, Field Manager

Geographic: Africa

Travel required: Africa