

## Senior Market Research Executive

<b>Job Level</b>	4	<b>Job Reference No:</b>	#11588
		<b>Role Review Date</b>	
<b>Directorate</b>	Marketing, Fundraising and Communications	<b>Function</b>	Market Research
<b>Service</b>	Market research	<b>Reports to</b>	Market Research Manager

### Scale and scope of role

<b>Direct Reports</b>	n/a	<b>Indirect reports</b>	n/a
<b>Budgetary responsibility/ accountability</b>	n/a	<b>Accountable for other resources</b>	n/a

### Context

We help anyone, anywhere in the UK and around the world, to get the support they need if crisis strikes: connecting human kindness with human crisis. We enable vulnerable people in the UK and abroad prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives. We are part of the Red Cross and Red Crescent global humanitarian network.

### Our Values and Principles

**Our values** (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity, and universality.

### Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of, age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

### Purpose of the role

To manage and do research so that the organisation understands its audiences, opportunities and relevant trends. This role primarily guides British Red Cross brand and marketing teams, and fundraising colleagues on how best to communicate externally. The insight work of the senior market research executive is key in helping British Red Cross to achieve our mission of supporting people affected by disasters, emergencies and conflict.

## Key Responsibilities

- Responsible for continuous brand health tracking among target audiences, using YouGov tools, and for campaign research and evaluation
- Design quantitative and qualitative research, working with internal clients, which meets the organisation's strategic insight needs.
- Work with internal teams to help them understand how to use primary and secondary research and insight. Including:
  - Provide training sessions and resources for relevant teams on the opportunities and limitations of research in general and specific projects (for example, how to use polling for media teams).
  - Arrange access to and training for secondary source such as YouGov (for public attitudes), Nielsen (for advertising spend and creative) and Mintel (market intelligence).
  - Promote the use of secondary sources of information around British Red Cross, and support colleagues where necessary in finding useful information from them, while encouraging self-serve capabilities and mindset
- Manage research suppliers and externally commissioned projects
  - Be the project manager and expert point of contact between research suppliers and British Red Cross, ensuring a smooth partnership which runs to schedule.
  - Build and foster collaborative relationships with trusted suppliers so that high quality and relevance research is delivered, which benefits from goodwill.
  - Procure research in accordance with British Red Cross policies, and prioritise value for money in managing externally commissioned projects
- Deliver reports and share research findings to increase colleagues' engagement with insight and get best use from research evidence
  - Webinars and lunch and learn events for research which has wide interest (eg climate change)
  - Translate complex findings into clear, actionable summaries and reports
  - Monitor trends and insights from external sources and proactively share succinct updates, tailoring these to be relevant for British Red Cross

## Team Member

- Actively participates in all team meetings.
- Supports other team members.
- Work and behaves in accordance with all BRC policies and procedures.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic).

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

## Pre- engagement checks

### Criminal Records

#### Type of criminal record checks required for this role

England and Wales - Disclosure and Baring Service Check (DBS)
> None
Scotland
> None
Northern Ireland
> None

### Drivers Checks

Required: No
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### International Roles only

If you have been living outside of the UK we will request international police checks in lieu of a UK Criminal Record Check.

> International Police Check		No
> International Driving License for manual cars		No

## Person Specification

		Requirement	Evidence obtained through Shortlisting (S) Interview (I) or Assessment (A)		
			S	I	A
<b>Knowledge and Skills</b>	Essential	<ul style="list-style-type: none"> <li>• Excellent quantitative research skills gained from either clientside or research agency role</li> <li>• Questionnaire design</li> <li>• Good understanding or experience of qualitative research management</li> <li>• Management of external research suppliers</li> <li>• to translate client requests into research briefs</li> <li>• Good project management and ability to juggle multiple projects</li> <li>• Familiarity with audience segmentation</li> </ul>	x  x	   X X  x	     x
	Desirable	<ul style="list-style-type: none"> <li>• Experience using YouGov Profiles</li> <li>• Experience using online survey software eg Alchemer</li> </ul>			
<b>Experience</b>	Essential	<ul style="list-style-type: none"> <li>• At least 2 years in a market research role either clientside or research agency</li> <li>• Delivering research findings to various audiences</li> </ul>	x	  x	
	Desirable	<ul style="list-style-type: none"> <li>• Working with brand/marketing teams on brand positioning research</li> <li>• Presentation skills</li> </ul>		X  x	
<b>Additional requirements</b>	Essential	• Ensures inclusive practice and promotes diversity			
	Desirable				

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act) who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.