



Person Specification – Senior Research Manager

Knowledge, skills and experience required

The successful applicant will have sound commercial experience gained in research and marketing and be able to demonstrate: -

- Good understanding of qualitative and quantitative market research methodologies
- Strong track record of undertaking B2B and consumer face-to-face interviews and focus group discussions
- Ability to manipulate, analyse, interpret and communicate complex information in a client friendly fashion using written and visual presentations
- Good numerical skills and an appreciation of statistical analysis techniques
- Strong communication skills, both verbal and written including report writing
- Experience of designing online, telephone and street surveys
- Previous project management experience
- Team orientation and high interpersonal skills
- Logical and insightful thinking, demonstrating high attention to detail and pride in finished products
- Creativity and flexibility, being able to manage several projects simultaneously
- Experience of managing client relationships and developing repeat business
- Good working knowledge of Microsoft Office suite of software
- Willingness to undertake work outside normal office hours
- Willingness to undertake continuous professional development, including private study