



Market research placement – role specification

2017

Two week work placement

1. Background

RbD is offering a two week work placement with exposure to ‘real life’ research projects, helping to enhance your studies, develop your understanding of market research and improve your research skills.

Established in 1994, Research by Design is a privately owned company with over 20 years in the industry. Our clients are industry leaders across the private, public, voluntary and not-for-profit sectors. As a team we have extensive experience in research, business and relationship management. More information is available on our website www.researchbydesign.co.uk.

Dependent on project work and the requirements of the business, there may be potential for the placement to be extended.

2. How will the placement work?

This work placement has been designed to give the successful candidate maximum exposure to the breadth of activity across the company.

Through our structured placement, you will work on your own research project to gain insight into the life of a researcher in a market research agency. Working in a supportive environment, you will experience:

Client briefs	<ul style="list-style-type: none"> • Analysis of a client brief to develop your understanding of a client’s research needs and translating this into a proposal of how you plan to meet these needs • Introduction to RbD’s ‘why before how’ approach
Proposals and pitching	<ul style="list-style-type: none"> • Introduction to proposals and how they are submitted in response to a client brief – pulling out key information and forming research objectives
Questionnaire design	<ul style="list-style-type: none"> • Understanding how the research objectives are translated into a survey • Understanding how online surveys work and an introduction to specialist online research tools such as SNAP surveys • Introduction to scripting and script checking procedures
Databases	<ul style="list-style-type: none"> • Insight into how we work with databases • Utilising Excel to improve upon and learn new skills; including the creation of data tables
Quotas	<ul style="list-style-type: none"> • Introduction to quotas and checking/performing basic calculations
Data checking	<ul style="list-style-type: none"> • Understanding the importance of data checking

	<ul style="list-style-type: none"> • Ensuring data tables are set up correctly and that the data is correct • Understanding the importance of attention to detail within research projects
Qualitative research	<ul style="list-style-type: none"> • Opportunity to explore different elements of qualitative research • Introduction to the procedures involved in qualitative fieldwork such as recruitment, topic guide generation and face-to-face/telephone interviewing
Data analysis and reporting	<ul style="list-style-type: none"> • Creating a presentation of key findings to test understanding of the research objectives and findings • Develop charting and PowerPoint skills

In order to build upon this learning we will give you exposure to live project work, where this is possible. Working on live projects provides an opportunity to develop research skills and experience of the following:

- Assisting in the implementation and analysis of qualitative and quantitative market research studies
- Supporting with the fieldwork of both qualitative and quantitative studies, e.g. focus groups, telephone interviews, etc.
- Ensuring that research data is accurate through quality control checks
- Undertaking desk research and other duties in support of the studies being undertaken

You will be exposed to a range of activities across the business, providing awareness of how a growing, innovative research agency operates. This may include observing and partaking in company meetings, contributing to our content marketing and undertaking general requests for information and administrative tasks.

3. What do we expect from you?

To be considered for the work placement programme you must be able to demonstrate:

- An interest and general awareness of market research and its applications in business
- An awareness of qualitative and quantitative market research methodologies
- Enthusiasm, passion and a willingness to learn
- Strong communication skills, both verbal and written
- An ability to work independently and as part of a team
- Attention to detail and pride in your work
- Good working knowledge of Microsoft Office

4. Still want to know more?

Throughout the work placement, there is an opportunity to contribute to our content marketing through creating a blog article on either an interesting topic or through reflecting upon your experience at Research by Design.

To read previous articles from work placement candidates, go to:

<http://www.researchbydesign.co.uk/showcase/blog>

Please note that this is a voluntary, unpaid position.